



User Guide

www.CPVLab.com

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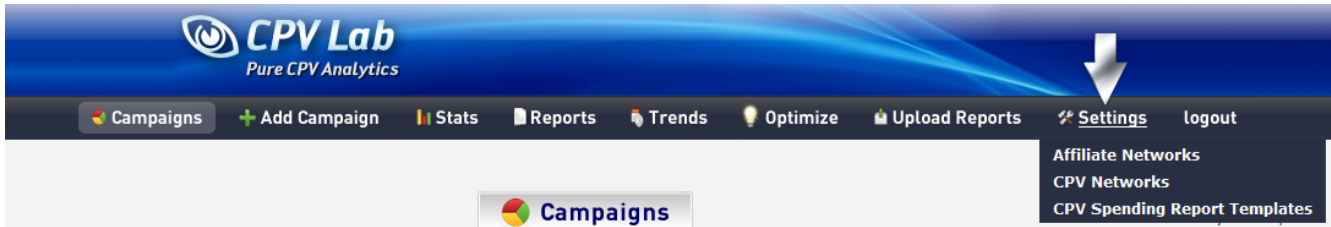
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Get Started with CPV Lab & Configuring your Settings

1.) After Installation, Change Your Username & Password

Click Settings in the Navigation Bar...as shown below:



Using the Form below, Enter your current Username and Password, which by default after a new installation are...

Username: admin

Password: admin

Then enter your New Username & Password, Select Your Timezone and set the Session Timeout which is how long CPV Lab will leave you logged in and Click Save.

Write down, save or use Roboform (or similar) to keep your new login details.

A screenshot of the CPV Lab Settings form. The form is titled "Settings" and contains the following fields: Username (with the value "testlab"), Password (empty), Optional: Change password below and confirm. (text), New Password (empty), Confirm Password (empty), Select Time Zone (a dropdown menu showing "GMT-04:00 America/New_York" and a note "Server timezone is Europe/Moscow"), and Session Timeout (a text box with "120" and a label "minutes"). At the bottom of the form are two buttons: "Save" and "Cancel".

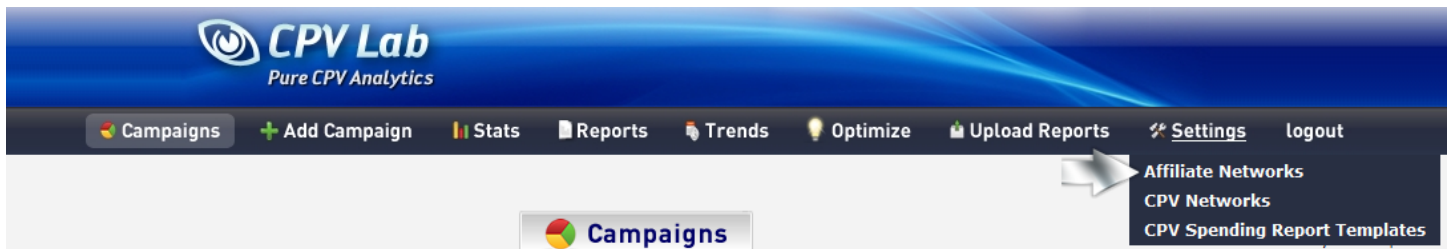
Set your Cookie Length...

This is a newer feature to CPV Lab and allows you choose how long your cookie will last in the visitors browser...you can set this to 1 day or to 1 year by entering 365 days.

A screenshot of the CPV Lab Cookie Length form. The form is titled "Cookie Length" and contains a text box with the value "1" and a label "days". At the bottom of the form are two buttons: "Save" and "Cancel".

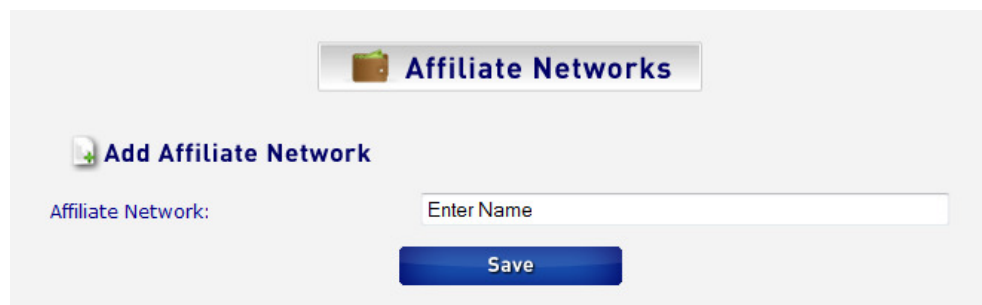
2.) Enter Your Affiliate Networks

Mouseover the Settings Button in the Navigation Bar, then click Affiliate Networks...as shown below:

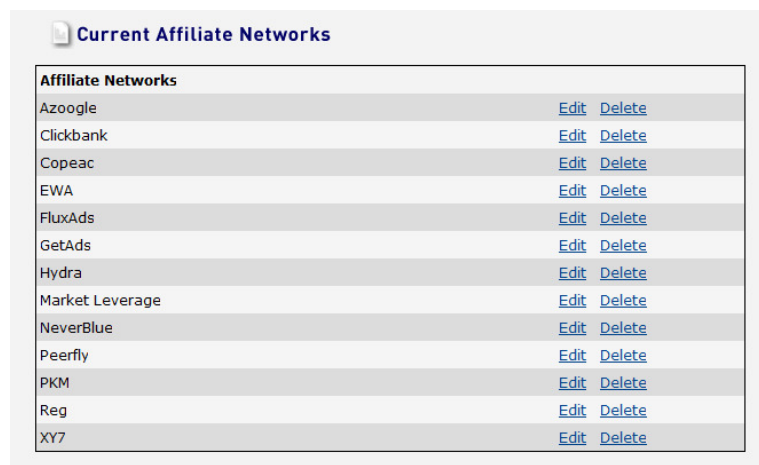


Enter a Name for your Affiliate Networks, or if using your own offers you can enter anything you wish. In-House or Private, etc. Then Click Save.

You'll then be able to select the network using a drop-down box when setting up campaign. This information is also used when uploading reports...CPV Lab will show you what Reports you need to upload for each campaign.



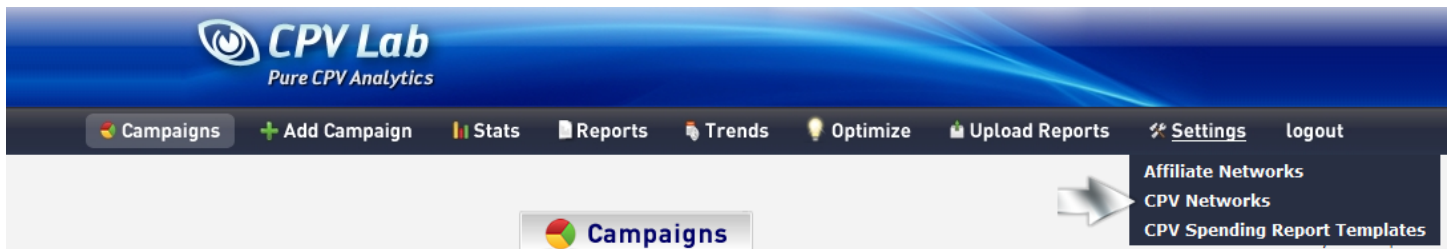
Once your Affiliate Networks have been added you will see them saved in the Current Affiliate Networks section of this page. You can edit or delete networks at any time as needed.



Current Affiliate Networks		
Affiliate Networks		
Azoogole	Edit	Delete
Clickbank	Edit	Delete
Copeac	Edit	Delete
EWA	Edit	Delete
FluxAds	Edit	Delete
GetAds	Edit	Delete
Hydra	Edit	Delete
Market Leverage	Edit	Delete
NeverBlue	Edit	Delete
Peerfly	Edit	Delete
PKM	Edit	Delete
Reg	Edit	Delete
XY7	Edit	Delete

3.) Enter Your CPV Networks and Traffic Sources

Mouseover the Settings Button in the Navigation Bar, then click CPV Networks...as shown below:



By Default – Many of the popular CPV Networks are already setup up...

- Ad On Network
- Clicksor
- CPV Marketplace
- Direct CPV (Keyword & URL Targeted)
- Jema Media
- Lead Impact
- Media Traffic
- Trafficvance

To Add New CPV Networks and Traffic Sources...follow the simple steps below.

Adding New CPV Networks or Traffic Sources...



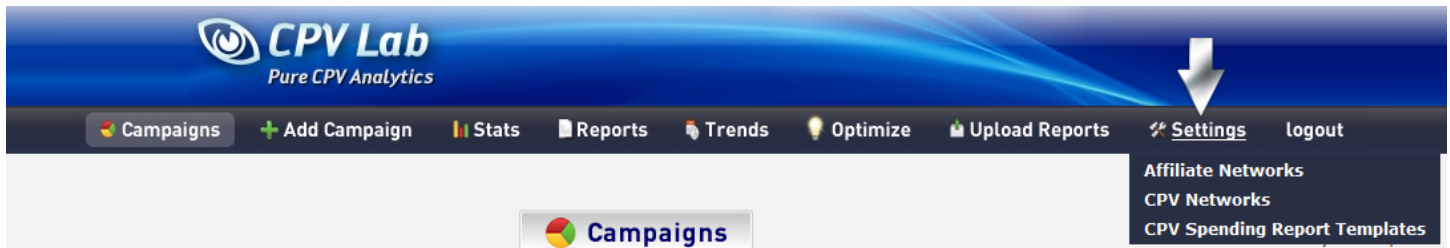
The screenshot shows a web interface for adding a new CPV network. At the top, there is a header bar with a user icon and the text 'CPV Networks'. Below this, the main heading is 'Add CPV Network' with a small icon. The form contains five input fields: 'Source:', 'SourceID:', 'Keyword Token:', 'Append Token:', and 'TimeZone:'. The 'TimeZone:' field is a dropdown menu currently set to 'GMT-04:00 America/New_York'. At the bottom of the form is a blue 'Save' button.

- A.) Source: Enter a Name for Each Traffic Source.
- B.) Enter a unique Source ID for each Traffic Source...This variable is passed in your SubIDs, so make it random to avoid anyone being able to decipher where the traffic is coming from.
- C.) Enter Keyword Token for Keyword Pass-through
This will generally always be entered as keyword
With the exception of MediaTraffic which is target_passthrough
- D.) Enter Append Token for Keyword Pass-through
Enter the token used by your specific traffic source to pass the target or keyword through to CPV Lab. Here are some samples for a few networks and if you're unsure of what token to use, you can generally find this in the Traffic Source's help section or simply send them an email requesting this information.

Direct CPV (url targeted campaigns)	&keyword={{sm_vurl}}
Direct CPV (keyword targeted campaigns)	&keyword={{keyword}}
AdOnNetwork	&keyword=SEARCHTEXT
Clicksor	&keyword=[keyword]
Media Traffic has no Append Token and it's not required.	
- E.) Click Save...Done, Repeat for each Traffic Source you work with.

4.) Setting Up Your Alerts

Click Settings in the Navigation Bar...as shown below:



Scroll down the page and you will see the Alert Settings Section...

A screenshot of the 'Alert Settings' form. The form has a title 'Alert Settings' with a radiation warning icon. It is divided into two main sections: 'Target Alerts (Alert me when a target has...)' and 'Campaign Alerts'. The 'Target Alerts' section contains six rows, each with a 'More than' input field, the text 'Views & less than', another input field, and a metric name: 'Conversions', 'Clicks', 'Subscribers', '%SR', 'CTR', and 'Conversion Rate'. The 'Campaign Alerts' section contains two rows: 'When a campaign receives' followed by an input field and 'Views for the first time', and 'Every time a campaign receives' followed by an input field and 'Views'. At the bottom of the form is a blue 'Save' button.

These settings are used with the Lab Alerts desktop application, to notify you of Run-Away Targets in your Campaigns. The purpose of Lab Alerts is to avoid situations where you have one or two targets that destroy your budget with no or little conversions.

You can use all of these options, or only a few. It's completely up to you.

These alert settings are very straight forward.

Alert Settings

Target Alerts (Alert me when a target has...)

More than Views & less than Conversions

More than Views & less than Clicks

More than Views & less than Subscribers

More than Views & less than %SR

More than Views & less than CTR

More than Views & less than Conversion Rate

Campaign Alerts

When a campaign receives Views for the first time

Every time a campaign receives Views

Save

In the shot above, any Targets that have more than...

- 200 views and less than 1 Conversion will trigger an alert.
- 150 views and less than 1 Click will trigger an alert.
- 200 views and less than 1 Subscriber will trigger an alert.

Once this happens, Lab Alerts will appear in the Desktop System Tray to let you know about this and you will also see these targets that triggered any of these alerts in RED within your Stats. Then you can go into your CPV Network and remove the target/s immediately.

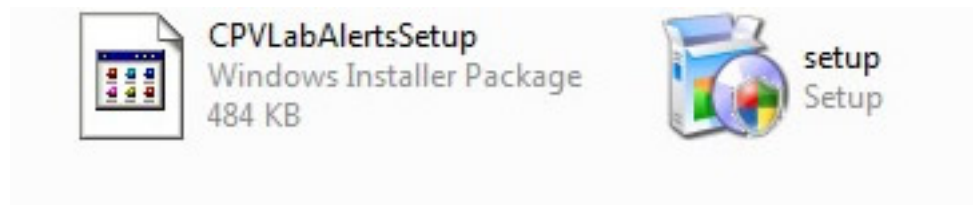
The campaign alerts are great to schedule when it's time to review a campaign or optimize a campaign. I generally use 2,000 to 3,000 views for both settings as shown above. So the first time a campaign receives 3,000 views, I will be notified from CPV Lab Alerts in my Desktop System Tray.

Then I can login to CPV Lab, check out the campaign and determine what to do from there. The same with the other campaign alerts settings. This way, you know exactly when to review and optimize a campaign...with no additional effort or wasting time constantly logging in to your CPV network accounts.


5.) Setting Up the Lab Alerts App

First, Double Click “CPVLabAlertsSetup”

Vista / Win7 Users: Right Click and Choose Run as Administrator



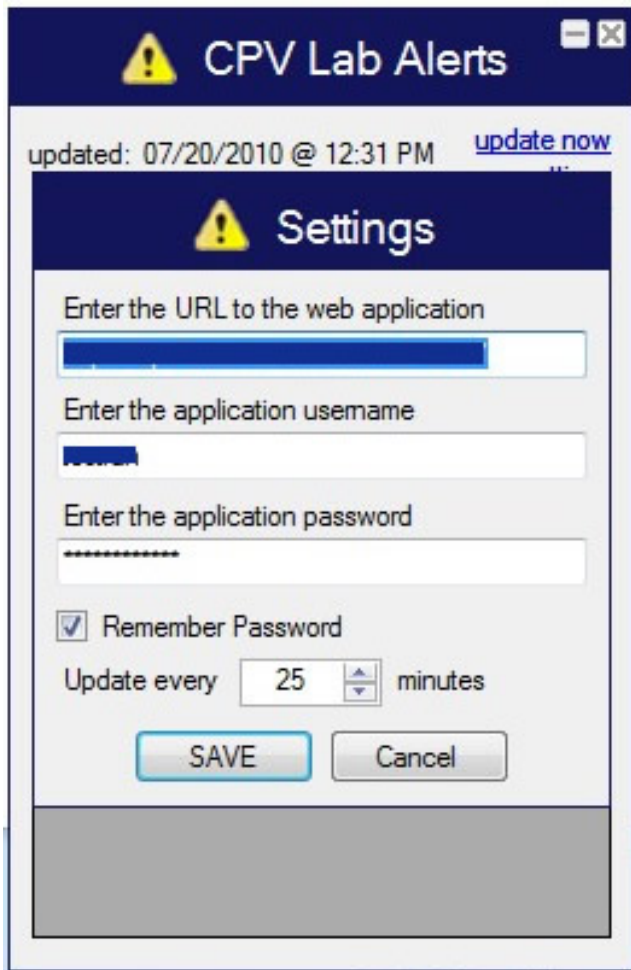
Then just follow the simple on-screen instructions to finish the installation.

After the Installation is Complete, you'll see a new Icon in your System Tray... 

Double Click the Icon to Open CPV Lab Alerts.



Then Click Settings...



The screenshot shows a web application window titled "CPV Lab Alerts" with a yellow warning icon. Below the title bar, it says "updated: 07/20/2010 @ 12:31 PM" and has a link "update now". The main content area is titled "Settings" with a yellow warning icon. It contains the following fields and controls:

- "Enter the URL to the web application" with a text input field.
- "Enter the application username" with a text input field.
- "Enter the application password" with a text input field showing masked characters (dots).
- A checkbox labeled "Remember Password" which is checked.
- "Update every" followed by a spinner box set to "25" and the word "minutes".
- Two buttons: "SAVE" and "Cancel".

First, Enter the URL to the web application.

Enter the url of your CPV Lab Installation.

Such as <http://cpv.yourinstallation.com>
or if using a sub-folder
<http://yourinstallation.com/cpv>

Next, enter your Login Details...user name and password.

Then, adjust the time...how often the Alerts will Update. I generally use 20 to 30 minutes.

Once all that is set, simply click SAVE...and you're done.

Within CPV Lab Alerts...

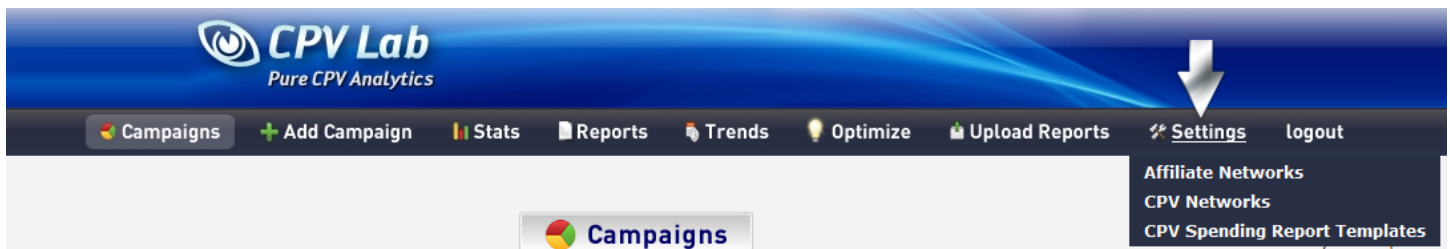
You can check for alerts at any time by clicking "update now"

You can also clear out all of your alerts by clicking "clear"


6.) Setting Up Your Campaign Optimization Filters

One of the most time consuming elements of any paid media campaign is generally the optimization. You have to look through your targets, check your stats and make decisions based on the stats and data. Campaign Optimization Filters allow you to make these decisions ONCE, and then CPV Lab will handle the decision making process from there automatically.

Click Settings in the Navigation Bar...as shown below:



Then scroll down to the Campaign Optimization Filters Section...

 **Campaign Optimization Filters**

WINNER FILTERS:

Targets with ROI% of or more and/or a PPV of or more

Landing Pages with ROI% of or more and/or a PPV of or more

Offers with ROI% of or more

REMOVE/CHANGE FILTERS:

[Remove Targets...](#)

With more than Views & less than Clicks

With more than Views & less than Conversions

With more than Views & less than %ROI and/or a PPV less than \$

[Remove/Change Landing Pages...](#)

With more than Views & less than Clicks

With more than Views & less than Conversions

[Remove/Change Offers...](#)

With more than Views & less than Conversions (Direct Link)

With more than Visitors & less than Conversions (Landing Page)

Similar to the Alerts Settings, enter your details into the text boxes for each line and then click Save. Done! As with Alerts, you don't have to use all the options. For the options you don't want to use, simply leave them blank.

In your Stats you will see Targets and Keywords...that should be removed or paused in RED and Winners are displayed in YELLOW.

When you open a campaign in the Optimize section of CPV Lab, it will automatically apply these filters to the stats and give you a breakdown of what needs to be done within the campaign, broken down into 3 categories...Winners, In Progress & Remove.

We'll cover this more in the Optimize section of this User Guide.

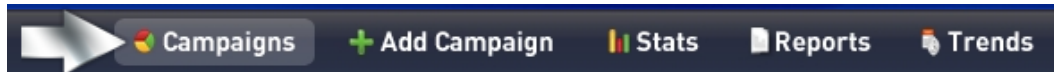
You're Now Ready to Start Using CPV Lab...Recap:

- Changed the Default Username and Password
- Selected Your Timezone and Session Timeout
- Entered Your Affiliate Networks
- Entered Your CPV Networks and Traffic Sources
- Configured Your Alert Settings
- Installed the Lab Alerts Application on your Desktop/Laptop
- Configured Your Campaign Optimization Filters

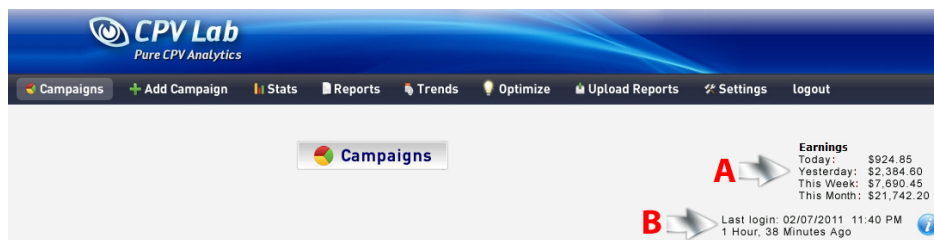
Navigation, Sections & Pages within CPV Lab

Campaigns Page...

This is the central page of CPV Lab. You are directed to this page after login and this page gives you an overview of all your campaigns.



Let's Start at the top of this page and work our way down.



A = Your Overall Revenue is shown here by Today, Yesterday, This Week and This Month. This is just to give you a quick “at a glance” view of your overall revenue.

B = This shows the Last time you logged in and also How long ago that was in X Hour, X Minute format. The reason for this, ties in the columns displayed on this page as well.

On the Campaign Page, you'll see all of your campaigns separated by the campaign type. Within each section, you have a quick view of the overall stats for each campaign.

<u>ID</u>	<u>Name</u> ↑	<u>Date Added</u>	<u>Last Update</u>	<u>Views</u>	<u>New</u>	<u>P/L</u>	<u>New</u>	<u>ROI</u>
-----------	---------------	-------------------	--------------------	--------------	------------	------------	------------	------------

ID	=	Campaign ID
Name	=	Name of the Campaign.
Date Added	=	Date and Time the campaign was added to CPV Lab.
Last Update	=	Date and Time a Report was created for the campaign.
Views	=	Total Number of Views for this Campaign
New	=	Total Number of New Views since the last time you logged in
P/L	=	Profit / Loss for the Campaign
New	=	The New Profit/Loss since the last time you logged in
ROI	=	Overall ROI (Return on Investment) for the Campaign

These Columns can also be sorted by clicking on the Column Title.

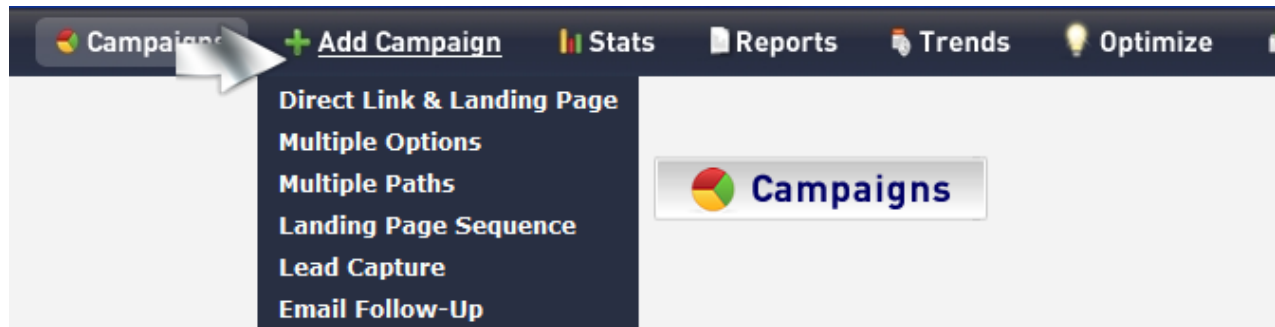
Campaign Actions...

The Actions list for each campaign, are direct links to the data for that specific campaign...as well as specific functions for the selected campaign.

Actions							
Stats	Reports	Trends	Edit	Clone	Delete	Reset	csv

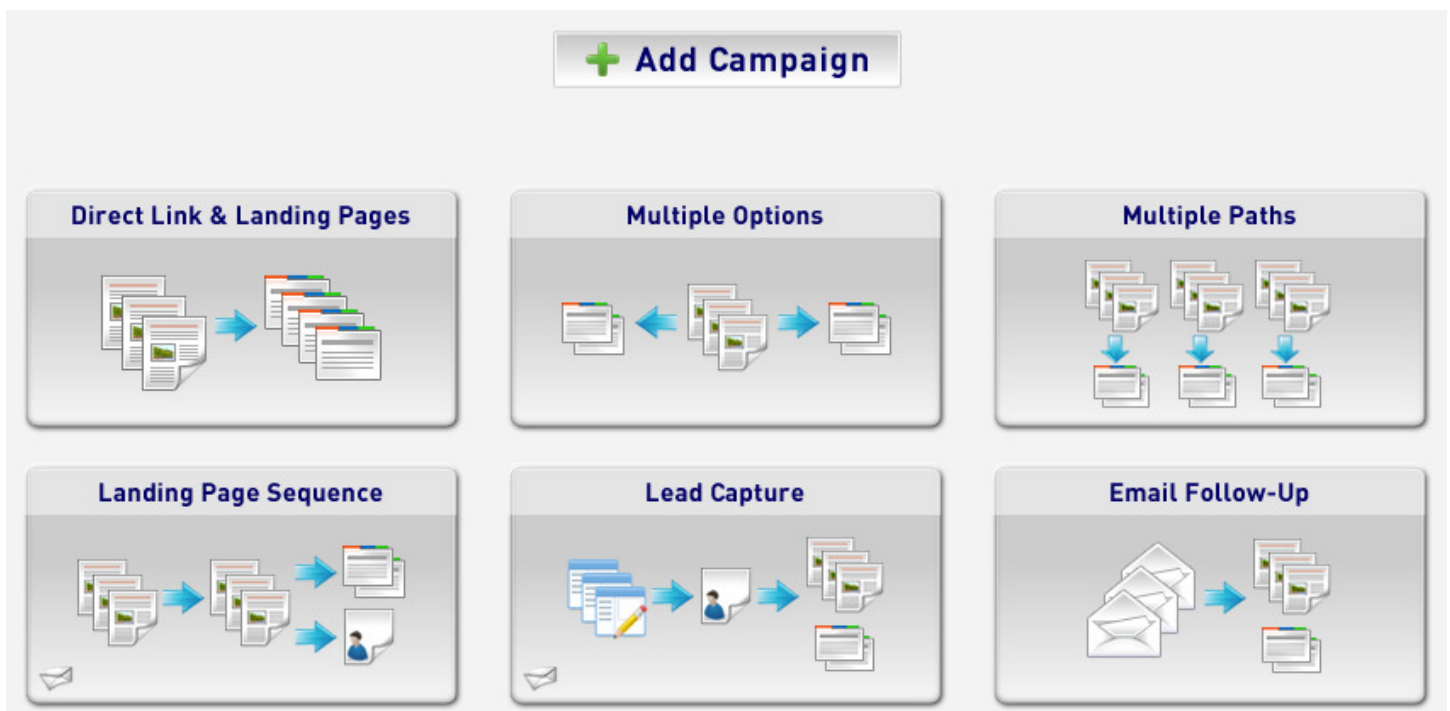
Stats	Links directly to the Stats for the selected campaign.
Reports	Links directly to the Reports for the selected campaign.
Trends	Links directly to the Time & Day Trends for the selected campaign.
Edit	Links directly to the Edit Campaign Page for the selected campaign.
Clone	TIME SAVER! This allows you to create a duplicate of the selected campaign and takes you to a new edit campaign screen with all the data from the Cloned campaign entered. This is a real-time saver when you have a successful campaign you want to expand to other CPV Networks and Traffic Sources. The only settings you need to edit, are the Campaign Name and General Campaign Settings.
Delete	Removes the selected campaign from CPV Lab.
Reset	This resets and clears all the stats for a specific campaign.
csv	When you click this Action for any campaign, CPV Lab will export a CSV file in the same format used to Upload New Campaigns. For example if you have any existing campaign that you want to keep the majority of the pages but have a few changes to make. You can download the CSV file for the original campaign, edit the CSV file offline and then upload the CSV file to create a new campaign. Or you can use this feature to mass edit existing campaigns offline and then upload the CSV file to make the changes at one time.

Add Campaigns...

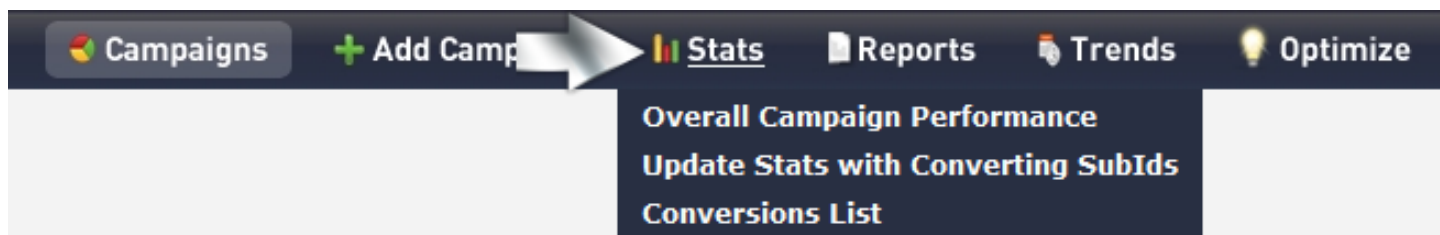


You have a few options to create new campaigns...

1. Below each Campaign Type on the Campaigns, you can simply click Add New Campaign under that specific campaign type you wish to create.
2. Mouseover Add Campaign in the Navigation Bar and you'll see dropdown box with the campaign types listed. Simply click on the Campaign Type you wish to create.
3. Click the Add Campaign Button in the Navigation Bar to see a visual representation of each campaign type as shown below. The images where you see and Email icon, shows that this campaign type can have an Email Follow-Up Campaign assigned to it.



Stats...

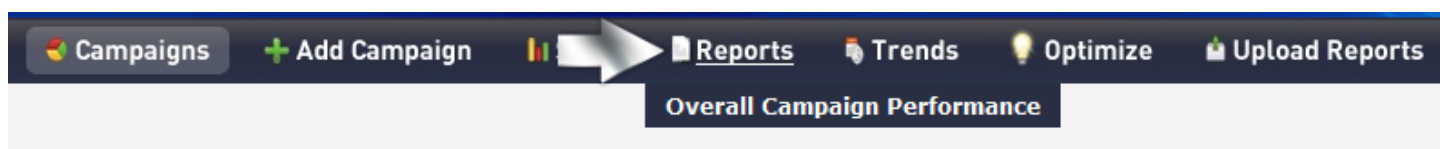


Stats are in Real-Time and work from the Tracking Pixel placed at your Affiliate Network/s and Calculate Costs from the Stats CPV you enter during the Campaign Setup. The "Stats" are not as Accurate at the Reports Feature, but with Stats...you don't need to upload your Reports.

Generally Stats are used to monitor Campaigns on a regular Basis and then Reports are used to put together the “Hard” data to get Exact Spending and Profit metrics to Optimize the Campaign further and more in-depth.

Remember with Stats you're setting a general Cost Per View for the campaign, but in most campaigns you'll have a range of CPV's from \$0.015, \$0.02, \$0.03 and up. The Reports Feature, calculates your metrics on the Actual Spending...where Stats calculates metrics on a general Cost Per View you enter during campaign setup.

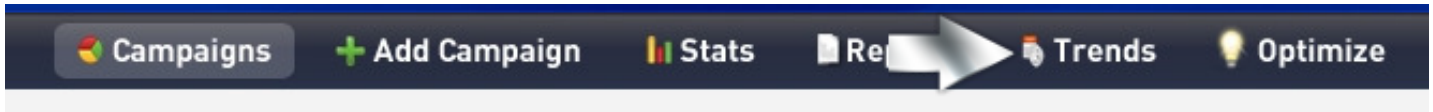
Reports...



Reports are where you view your uploaded reports and all the data is merged together to create an accurate metrics report.

As mentioned above, this is Hard data...where the actual spending is calculated. Yes, It can be a hassle to download your reports, then upload them to CPV Lab...but the benefit is, reports are more precise and accurate.

Trends...



This allows you to spot Time and Day Trends within your Campaigns. Simply select a campaign, the type of view you want (Time or Day) and the interval / date ranges you want to view. This gives you the ability to begin dayparting your campaigns for maximum ROI.

Optimize...



Allows you to select a Campaign, then based on Variables you entered in the Campaign Optimization Filters on the settings page, these will automatically be applied to the campaign.

You can also easily adjust your CPV (increase or lower) on the Optimize page as well.

Then Export this Optimized Report as a CSV. Once exported, you can make these changes manually at your CPV Network, or depending on the CPV Network you're using...cut and paste this optimized campaign data into a Bulk Upload spreadsheet if the Network offers it.

Upload Reports...



Upload your Traffic Spending Reports and add your Converting SubIDs to create an accurate view of your overall spending and profit.

CPV Lab Campaign Types

There are 6 Campaign Types you can run within CPV Lab:

- 1.) Direct Link and Landing Pages
- 2.) Multiple Option
- 3.) Multiple Path
- 4.) Landing Page Sequence
- 5.) Lead Capture Campaign
- 6.) Email Follow-Up

These Campaign Types are designed to eliminate the limitations most people have when running Campaigns due to their tracking.

Many Affiliates / Advertisers drive traffic directly to the offer or to a landing page. Well, you now have the ability to expand your horizons and creativity within your Campaigns and track everything, throughout the entire process.

Below are charts to show you visually what you can do with CPV Lab and how each Type of Campaign works. This is just a primer...further into this guide we'll go more in-depth into each Campaign type.

Direct Link & Landing Pages...



This campaign type allows you to do several things:

You can direct link multiple offers...rotating through each of them, based on the Share% you set.

Second, you can add multiple landing pages and rotate through each of them, based on the Share% you enter for each landing page, while also rotating through multiple offers as mentioned above on the click through.

Third, you can split the traffic between each of the above. So you can direct link and rotate through multiple offers and rotate through multiple landing pages at the same time.

This is very effective to identify the best approach for a campaign or offers. "What is better? Direct Link or Landing Pages?" You can now answer that question with certainty, by splitting your traffic through each. Then check your stats and Viola! The question is answered, not by experience or a guess...but using actual data.

A great feature is when you see an offer that isn't converting, just set the Share% to "0" and increase the Share% to the top performing offers. You don't even need to change anything within your Campaign at the CPV Network!

Multiple Option...

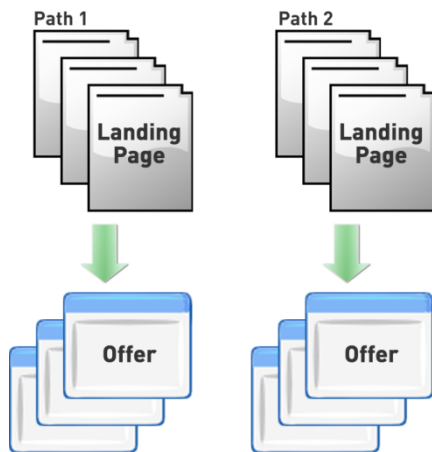


This campaign type is ideal for review or catalog style landing pages that feature multiple offers on the landing page.

You'll now be able to track clicks and conversions for each offer on your landing page, regardless of how many you have setup on the page.

And the best part is...you can rotate through each option with multiple offers on the click through.

Multiple Path...



A Path is 1 or more landing pages that are built around 1 offer.

For example...let's say you are running a campaign for Weight Loss. And you have 3 offers, Weight Loss ABC, Weight Loss XYZ and Weight Loss 123.

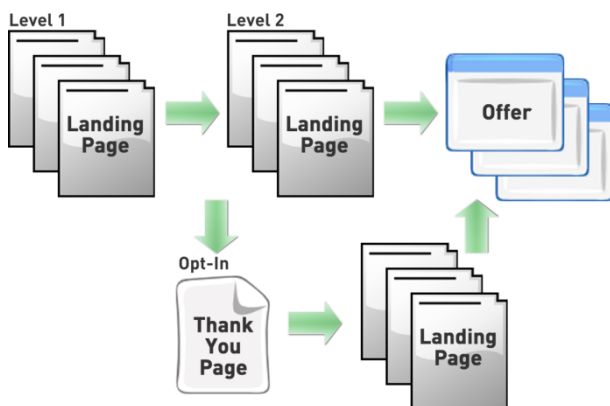
You can setup branded landing pages for each of these offers, using pics, testimonials, credibility sources and so on from each offer.

Then setup each one as its own path...CPV Lab will rotate through each path to determine the most profitable one. Now a step further...let's say from the example above, Weight Loss XYZ has 3 different offer pages you can use. Well, you can rotate through those as well for that specific path.

Multiple Path Campaigns give you the ability to create multiple paths, each path can rotate through multiple landing pages and offers...and you can test and track everything from 1 Campaign at your CPV Network.

You can create as many paths as you wish, but keep in mind...the more paths you have the more traffic you'll need for proper testing.

Landing Page Sequence...



This campaign type really gives you the ability to get creative, and it can also track conversions and opt-ins through multiple capture methods such as embedded forms, pop-ups and exit-pops on the landing page.

You have Level 1 Landing Pages...these are the Pop. As usual you can rotate through multiple Level 1 Landing pages.

Level 2 Landing Pages are where the visitor goes on the click through from a Level 1 Landing Page. Again, you can rotate through multiple Level 2 Landing Pages as well.

Now, on level 2 landing pages...you can have a link to the offer (you guessed it...which you can also rotate through multiple offers on the click through) and/or an opt-in offer on the page either using an embedded form on the page, a pop-up or an exit-pop if the visitor closes the landing page. CPV Lab will also track each of these options as well, to help you determine what method brings in the most subscribers.

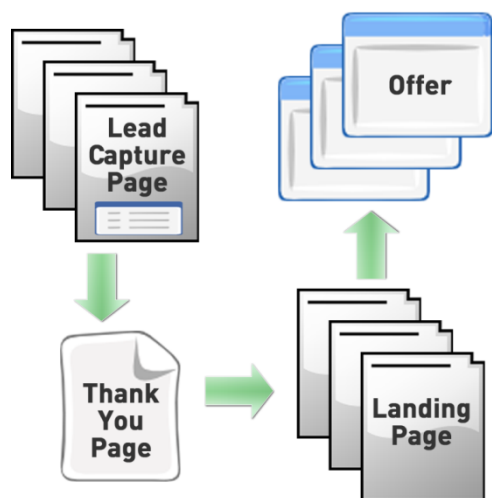
You can run as many levels as you want...with full tracking all the way through.

OK, so what happens when someone opts-in? You determine that process as well. First you have to setup a Thank You Page of course, where the visitor is sent after opting-in.

I personally use timed redirects on my thank you pages, to automatically send the visitor to either an offer or to a landing page.

But, again you can rotate through multiple landing pages and/or offers after the visitor opts-in. And yes, this is tracked completely. This gives you the ability to test and identify the most profitable setup after the visitor subscribes to your list.

Lead Capture...



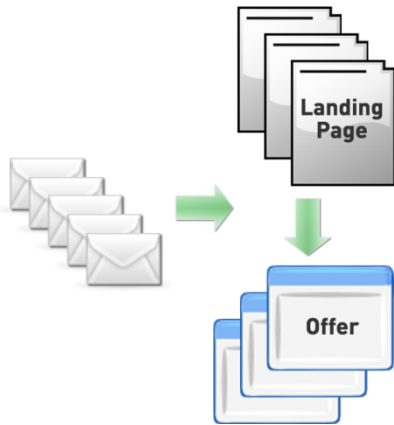
Lead Capture Campaigns give you the ability to test multiple lead capture pages with only 1 autoresponder form.

A big time-saver and makes the setup and management process of your lists easier and more organized as well.

CPV Lab will track subscribers through Conversion Code placed on your Thank You Page. It will then return in your Stats, your subscribers, conversion rate and cost per subscriber for each target in real-time.

And, just like in the Landing Page Sequence Campaigns...you can track the entire process after the visitor opts-in as well...rotating through multiple landing pages and/or offers after the visitor opts-in to test and identify the most profitable setup.

Email Follow-Up...



This Campaign Type allows you to further track your conversions after the visitor has subscribed to your list.

You can assign each Email Follow-Up Campaign to the campaign in CPV Lab, that generated the subscriber list.

This will automatically apply the revenue from your Emails to the Campaign that generated the subscribers in the first place.

This gives you the ability to see the true value in building and promoting your mailing lists. And yet again! You can rotate through multiple landing pages and/or offers within each email.

Setting Up Campaigns in CPV Lab

General Campaign Settings...

Below you'll see an image of the general settings that are a part of every campaign type. Let's run through each of these...

The screenshot shows the 'General Campaign Settings' form. It includes fields for 'Upload Campaign' (with a 'Browse...' button and 'Upload' button), 'Campaign Name', 'Campaign ID' (pre-filled with 293), 'Predefined Source' (a dropdown menu), 'Source', 'Source ID', 'URL Append Token', 'Keyword Token', 'Engage Rate (sec)' (pre-filled with 0), and 'Stats CPV' (pre-filled with 0.01). There are also checkboxes for 'Pass Target to Landing Page', 'Pass Target to Offer', 'Pass Tracking Cookie to Offer', 'Pass SubId to Offer', 'Direct Redirect (send referrer)', 'Double Meta Refresh (hide referrer)', and 'Capture Extra Tokens'. At the bottom, there are three columns: 'Name', 'URL Append', and 'Parameter', with 'Extra Token 1' and 'Extra Token 2' (with an 'add' link) listed below them.

Upload Campaign:

Use the Campaign Upload CSV files to enter the details of your campaign offline and then simply upload the CSV file to enter in all the details of your campaign automatically.

Campaign Name:

Name Your Campaign...pretty self explanatory.

Predefined Source:

Select your CPV Network from this drop-down box...if you have added all your CPV Networks and Traffic Sources along with their Tokens on the Settings Page, it will auto-fill the Source, Source ID, URL Append Token and Keyword Token.

Source:

Name of the CPV Network or Traffic Source you are using...such as: TrafficVance
If you select a predefined source this will auto-fill on the selection of the Traffic Source.

Source ID:

Enter in an ID for the CPV Network...If you select a predefined source this will auto-fill on the selection of the Traffic Source.

URL Append Token:

The code appended to your campaign destination url...If you select a predefined source this will auto-fill on the selection of the Traffic Source.

Keyword Token:

The keyword token to add the target to your destination url...If you select a predefined source this will auto-fill on the selection of the Traffic Source.

Engage Rate (sec):

This feature gives you an idea of how long your landing page pops are displayed to users in seconds. You set a variable here such as 3 to 4 seconds, or 0 if you don't wish to use this feature. This will then show you in the Performance Reports the overall percentage of your pops that went over your set Engagement Rate time.

Note: This is really only effective when you're using Pop-Ups, with Pop-Unders it's a different story as they users may not close your pop until closing their browser completely.

Stats CPV:

This is the CPV bid that is used for the Stats section of CPV Lab...here you just enter an average CPV for your campaign.

A. Pass Target to Landing Page:

This is used when you want to pass the target that triggered your POP to your landing page. So you could say "Special Offer for TARGET users!" or if Bidding on Keywords, "Looking for TARGET?" Checking the box, will update your campaign url automatically and also give you the PHP code to add to your landing pages to make this feature work.

B. Pass Tracking Cookie to Offer: (FOR ADVANCED USERS)

Check to pass the tracking cookie in the offer URL. Useful when you want to control when a conversion is registered. This cookie can be passed to the 'adclick.php' page and will register a conversion for the current target.

This allows you to mark conversions by making a request to your CPV Lab tracking pixel with the cookie code as a parameter instead of inserting the tracking cookie code. This applies when there is no actual conversion page and the conversion is considered when someone installs an application or uses a desktop application...expanding the tracking possibilities of CPV Lab.

For Example...Let's say the offer URL entered in CPV Lab is:

<http://YourDomain.com/test/1104-path-offer1.htm?s1=>

The actual page traffic will be sent to will include the subID and the tracking cookie if the option is enabled:

http://YourDomain.com/test/1104-path-offer1.htm?s1=51hlpf_321_4199&cookie=NTFobHBmXzMyMV8xMzA3XzEzMTBfNDE5OV82

You can grab the cookie passed in the URL using PHP, JavaScript or any other language and make a request to the tracking pixel with the cookie parameter attached in order to mark this conversion. The request should be made to

<http://YourDomain.com/adclick.php?cookie=NTFobHBmXzMyMV8xMzA3XzEzMTBfNDE5OV82>

This feature is for Advanced Users and applies to campaigns that don't have an actual offer page to track conversions. The tracking cookie can be used for tracking subscribers, ebooks, file downloads and everything basically, it depends on the setup you create.

For tracking a file download or a PDF opening, we cannot include the tracking cookie in the files, since those are not HTML files. But users can put the tracking cookie in the page prior to downloading the file or you can make a request to the tracking pixel with the cookie appended in the request URL.

C. Direct Redirect / Double Meta Refresh / Redirect Loop:

Choose Direct Redirect to send the Referrer through or use a Double Meta Refresh and blank the referrer. The default option is Double Meta Refresh. With Direct Redirect the transition between pages is faster, but the referrer gets passed to the Affiliate Network.

The Redirect Loop option...will check to make sure the referrer is blanked. If it is the redirect goes straight through. If it's not however, this feature will loop through the meta refresh until the referrer is blanked and then send it through as usual. Keep in mind, this feature will add some additional time to the redirects...which is why this is completely optional and I only recommend using this feature when security of the referrers is a significant issue.

D. Capture Extra Tokens: (FOR ADVANCED USERS)

Simply check this box and the Extra Tokens options will appear. You can also click “add” to use up to 10 different tokens.

For example...

	Name	URL Append	Parameter
Extra Token 1: (add)	<input type="text" value="Partner"/>	<input type="text" value="&part=%PART%"/>	<input type="text" value="part"/>

Each token requires the following details to be entered...

Name – the name that will appear in the header of the token column in the Stats.

URL Append – if the campaign URL needs to contain a placeholder for the extra token, enter it here, otherwise this should be left blank. It works in the same way as the URL Append Token from the CPV Network or Traffic Source.

Parameter – the parameter that is passed in the campaign URL and will be captured by the base.php page.

In the example above the Campaign URL will be:

<http://YourDomain.com/base.php?c=321&key=a6ed0211dba3911a026c7cdeffef870e&part=%PART%>

The base.php page will read from the URL, all the extra tokens defined and store them in the database. In Stats you will see each extra token defined as a separate column and data will be grouped by the values from the Extra Tokens columns.

The extra tokens will appear as columns in the Target Performance Report only when those are setup for a campaign. The columns for the extra tokens are sortable, but cannot be hidden. These columns are hidden by default in campaigns that don't use Extra Tokens.

E. Pass Target to Offer:

The target keyword gets passed in the offer URL. Can be used if the Affiliate Network requires you to pass the target or used when going private and you need transparency between your own promotions and a client or lead buyer.

F. Pass SubId to Offer:

Checked by default and is necessary for subids to be passed through your affiliate links for conversions.

Some CPV Networks require you to use a link specifically for Contextual (CPV) Traffic, and in some cases these do not function with SubIDs.

When this happens...Uncheck "Pass SubID to Offer". The Stats and tracking pixel will work and show complete Target Performance and Other Performance data including conversions from the tracking pixel. However you won't be able to see converting subids in your affiliate reports since no subids are being passed or not supported by the network.

Adding Landing Page & Offer URLs to Campaigns...

Within all the Campaign Types there are a few general rules to follow to ensure CPV Lab is setup correctly to track your campaigns.

Offer URLs:

Always enter Offer URLs with the subID parameter, but without a value.

For Example: <http://www.offer.com/offerpage.html?SID=>

Different Affiliate / CPA Networks use different SubID variables, such as SID=, TID=, SD=, etc.

Just make sure you are using the proper variable for the Affiliate / CPA Network you're working with. Also, if you're working with a network or offer that does NOT support the use of SubIDs...simply Uncheck "Pass SubID to Offer" in the Campaign Settings.

Landing Page URLs:

Always enter Landing Page Urls without a subID parameter. The subID parameter will be passed automatically by CPV Lab to the landing pages as SID=.

Enter your landing page urls like this: <http://www.landing.com/landingpage.html>

IMPORTANT:

When setting up campaigns always use the same URL format with all of your own landing pages, links (base2.php , base3.php , etc).

For Example: <http://www.yourdomain.com> and <http://yourdomain.com>

All links inside a campaign and landing pages should be the same type (either with or without 'www.') but NEVER a mix of links with 'www' and links without 'www'.

About Tracking Pixels:

Some Affiliate/CPA Networks require Secure (https://) Pixels...all you'll need for this is to install an SSL certificate on your CPV Lab domain. When adding your pixel to the network, just add "s" to the pixel like this: <https://trackingpixelhere.com/adclick.php>

Your CPV Lab tracking pixel can also be used as a postback url for networks that do not support the placement of tracking pixels. Simple enter your postback url as:

<http://trackingpixelhere.com/adclick.php>

Using your Tracking Pixel to Postback SubIDs:

You can add extra code to your pixel url, when using it as a postback to mark a conversion by passing the subID to the tracking pixel.

When adding a postback url to your cpa/affiliate network, if they support the ability to postback converting subids...you simply need to add their token for this to the end of your pixel/postback url.

For example: <http://YourDomain.com/adclick.php?subid={subid}> and CPV Lab will mark the conversion for this subID no matter what value is stored in the tracking cookie

In this example, you simply replace {subid} as shown above, with the token your network supports for this postback feature.

Always “Save Campaign” After Any Changes

After making changes or editing your campaigns, always click the “Save Campaign” Button to make sure, the changes are updated.

✓ Save Campaign

Nested Conversion Pixel Management...

This feature allows you to enter multiple pixels from other sources...such as Traffic Sources. You simply enter the pixel urls you would like to fire or call, when your CPV Lab pixel is fired.

The additional pixels/postback URLs should be entered only as URLs without any type of HTML or additional coding. Add one pixel URL per line.

Tracking Pixel: Add Pixel to the Affiliate Network(s)

```
.com/adclick.php" width="1" height="1" border="0" />
```

Use the Pixel below, if Multiple Conversions are tracked per visitor
Replace **xxx** with the offer ID

```
.com/adclick.php?ofr=226_xxx" width="1" height="1" border="0" />
```

Enter additional pixel / postback URLs to include in the tracking pixel (one per line)

```
http://myotherpixeltofire.com/pixel.php
http://myotherpixeltofire2.com/pixel.php
http://myotherpixeltofire3.com/pixel.php
```



Setting Up Direct Link & Landing Page Campaigns

1. **Setup the General Settings for the Campaign...Name, Stats CPV, etc.**
2. **Then choose the Campaign Type (what do you wish to do?):**
 - a. Direct Link = Send Visitors Directly to the Offer/s
 - b. Landing Pages = Send Visitors to Landing Page/s and then to Offer/s on the Click Through
 - c. Split = Rotate traffic through each of the above.
3. **Enter your Landing Pages (if using Landing Pages)**
 - a. Enter a Name for each Landing Page
 - b. Enter the URL for each Landing Page
 - c. Enter a unique numeric ID for each landing page
 - d. Set the Share% for each LP. Total Share% must add up to 100%
4. **Enter your Offers**
 - a. Enter a Name for each Offer
 - b. Enter a URL for each offer with the SubID variable added, with no data for the SubID. Ex. <http://www.offer.com/offerpage.html?SID=>
 - c. Select the Affiliate / CPA Network for the Offer
 - d. Enter the Conversion Payout
5. **Click “Save Campaign”**
6. **Add Code and Links to Landing Pages and Place your Pixel for the Offer at your Affiliate / CPA Network**

If using Landing Pages...

- Code your links to the offer/s on your landing pages using the Step 1 link code.
<http://YourDomain.com/base2.php>
- Enter the Step 2 Code directly above the closing body tag </body> on each of your landing pages.

CAMPAIGN SETUP - Direct Link & Landing Page Campaign Split

Campaign Type: ☐ Direct Link ☐ Landing Page ☒ Split % to LPs: 50 This is the % of traffic sent to the landing pages, the remainder direct linking to the offer.

Landing Page & Offer URLs for Campaign: Demo - Insurance Direct Link & LP Split

LP Name: Landing Page 1 - woman	ID: 1
Url: [REDACTED]1.html	Share: % 33
	<input type="checkbox"/> Inactive
LP Name: Landing Page 2 - man	ID: 2
Url: [REDACTED]2.html	Share: % 33
	<input type="checkbox"/> Inactive
LP Name: Landing Page 3 - family	ID: 3
Url: [REDACTED]3.html	Share: % 34
	<input type="checkbox"/> Inactive

Here...the % of landing page traffic is going to rotate through these 3 landers evenly...

Offer: Insurance Lead Offer - blue	Payout: \$ 4.6
URL: [REDACTED]ffer1.html?subid=	Share: % 33
Network: Reg	<input type="checkbox"/> Inactive
Offer: Insurance Lead 2 Offer - green	Payout: \$ 3
URL: [REDACTED]ffer2.html?subid=	Share: % 33
Network: Reg	<input type="checkbox"/> Inactive
Offer: Insurance Lead 3 Offer - orange	Payout: \$ 2.8
URL: [REDACTED]ffer3.html?subid=	Share: % 34
Network: Reg	<input type="checkbox"/> Inactive

Here...the % of direct link traffic is going to rotate through these 3 offers evenly...

Add Landing Page

Add Offer

✓ Save Campaign

Save & Exit

Cancel

Setting Up Multiple Path Campaigns

- 1. Setup the General Settings for the Campaign...Name, Stats CPV, etc.**
- 2. Enter Your Landing Pages and Offers for each Path.**
 - a. Set the Share% for each Path.
 - b. Enter your Landing Pages
 - i. Enter a Name for each Landing Page
 - ii. Enter the URL for each Landing Page
 - iii. Enter a unique numeric ID for each landing page
 - iv. Set the Share% for each LP. Total Share% must add up to 100%
 - c. Enter your Offers
 - i. Enter a Name for each Offer
 - ii. Enter a URL for each offer with the SubID variable added, with no data for the SubID. Ex. <http://www.offer.com/offerpage.html?SID=>
 - iii. Select the Affiliate / CPA Network for the Offer
 - iv. Enter the Conversion Payout
- 3. Click “Save Campaign”**
- 4. Add Code and Links to Landing Pages**
 - a. Place your Pixel for the Offer at your Affiliate / CPA Network
 - b. Code your links to the offer/s on your landing pages using the Step 1 link code.
<http://YourDomain.com/base2.php>
 - c. Enter the Step 2 Code directly above the closing body tag `</body>` on each of your landing pages.

Setting Up Multiple Option Campaigns

1. **Setup the General Settings for the Campaign...Name, Stats CPV, etc.**
2. **Enter your Landing Pages**
 - a. Enter a Name for each Landing Page
 - b. Enter the URL for each Landing Page
 - c. Enter a unique numeric ID for each landing page
 - d. Set the Share% for each LP. Total Share% must add up to 100%
3. **Enter your Offers / Options**
 - a. Enter a Name for each Offer
 - b. Enter a URL for each offer with the SubID variable added, with no data for the SubID. Ex. <http://www.offer.com/offerpage.html?SID=>
 - c. Select the Affiliate / CPA Network for the Offer
 - d. Enter the Conversion Payout
4. **Click "Save Campaign"**
5. **Add Code and Links to Landing Pages**
 - a. Place your Pixel for the Offer at your Affiliate / CPA Network
 - b. Code your links to the offer/s on your landing pages using the Step 1 link code.
<http://YourDomain.com/base2.php?id=xxx>
Replace XXX in the url with the Option number you want to link to.
For example: <http://YourDomain.com/base2.php?id=1>
<http://YourDomain.com/base2.php?id=2>
<http://YourDomain.com/base2.php?id=3>
 - c. Enter the Step 2 Code directly above the closing body tag `</body>` on each of your landing pages.

Setting Up Landing Page Sequence Campaigns

1. Setup the General Settings for the Campaign...Name, Stats CPV, etc.

- a. Lead Capture in Sequence: If you have some sort of autoresponder form throughout the sequence, check Yes.
- b. Thank You Page Tracking: Where do you want to send the visitor from the thank you page? Select either landing page or offers and enter each of these in the "After Opt-In" Section.
- c. Lead Capture Method: Choose whatever method you are using for the opt-in form. It can be one of these options or all of them.

2. Enter your Landing Pages for Each Level

- a. Enter a Name for each Landing Page
- b. Enter the URL for each Landing Page
- c. Enter a unique numeric ID for each landing page
- d. Set the Share% for each LP. Total Share% must add up to 100% Per Level.

3. Enter your Offers / Options

- a. Enter a Name for each Offer
- b. Enter a URL for each offer with the SubID variable added, with no data for the SubID. Ex. <http://www.offer.com/offerpage.html?SID=>
- c. Select the Affiliate / CPA Network for the Offer
- d. Enter the Conversion Payout

4. Click "Save Campaign"

5. Add Code and Links to Landing Pages

- a. Place your Pixel for the Offer at your Affiliate / CPA Network
- b. Enter the Step 2 Code directly above the closing body tag `</body>` on each of your Level 1 landing pages.
- c. Coding your links depends on your setup within the Landing Page Sequence Campaign. Please review the examples below.

Simple Setup:

Level 1 LPs	–click-->	Level 2 LPs	–click-->	Offer
base2.php		base2.php		

Setup with Lead Capture:

Level 1 LPs	–optin-->	Level 2 LPs	–click-->	Offer
base2.php?adsub=1		base3.php		

Add Step 2 Code below your Opt-In Form Code

```

```

If using a thank you page after the opt-in

Step 3: Add Code to Thank You Page

```

```

To Link to Offers from your thank you page:

```
<a href="http://YourDomain.com/base3.php">Click for Offer</a>
```

If you're sending subscribers directly to an Offer after the opt-in, set your thank you page redirect for your opt-in form:

Step 4: Edit Thank You Page Links to LP/Offer (After Opt-In)

(no thank you page and the code from Step 3 isn't used)

<http://YourDomain.com/base3.php?adsub=1>

Setup with Multiple Options:

Level 1 LPs	–click-->	Level 2 LPs	–click-->	Offer
base2.php		base3.php?id=xxx	(replace xxx with option #)	

Setting Up Lead Capture Campaigns

1. Setup the General Settings for the Campaign...Name, Stats CPV, etc.

- a. Thank You Page Tracking: Where do you want to send the visitor from the thank you page? Select either landing page or offer.

2. Enter your Landing Pages

- a. Enter a Name for each Landing Page
- b. Enter the URL for each Landing Page
- c. Enter a unique numeric ID for each landing page
- d. Set the Share% for each LP. Total Share% must add up to 100% Per Level.

3. Enter your Offers / Options

- a. Enter a Name for each Offer
- b. Enter a URL for each offer with the SubID variable added, with no data for the SubID. Ex. <http://www.offer.com/offerpage.html?SID=>
- c. Select the Affiliate / CPA Network for the Offer
- d. Enter the Conversion Payout

4. Click "Save Campaign"

5. Add Code and Links to Landing Pages

- a. Place your Pixel for the Offer at your Affiliate / CPA Network
- b. Enter the Step 1 Code directly above the closing body tag `</body>` on your landing pages.
- c. Add Step 2 Code below your Opt-In Form Code
- d. Coding your links depends on whether or not you're sending subscribers to a thank you page after the optin or directly to the offer.

If using a thank you page after the opt-in...Step 3: Add Code to Thank You Page
``

To Link to Offers from your thank you page:

`Click for Offer`

If you're sending subscribers directly to an Offer after the opt-in, set your thank you page redirect for your opt-in form:

Step 4: Edit Thank You Page Links to LP/Offer (After Opt-In)

`http://YourDomain.com/base3.php?adsub=1`

Tracking Subscribers without Using a Thank You Page...

Applies to Landing Page Sequence and Lead Capture Campaigns

Lead Capture (Opt-In / Subscriber) Campaigns generally use a thank you page after the opt-in (after the user details are captured), that contains a link to the next landing page or the offer and also tracking code that records the subscriber / opt-in:

```

```

Within CPV Lab you also have the ability to create Landing Page Sequence and Lead Capture Campaigns without a Thank You page while still being able to track subscribers in real-time.

To Run Lead Capture Campaigns without a Thank You page will require one change: instead of redirecting to the thank you page each time a subscriber is recorded, simply redirect to `http://YourDomain.com/base3.php?adsub=1`.

Notice the `'?adsub=1'` which tells the `base3.php` page that the Thank You page doesn't exist and will track a subscriber.

Aweber and other autoresponders allow setting the redirect URL. The Autoresponder redirect URL should be the Thank You page or the `base3.php?adsub=1` page, depending on whether you have a Thank You page or not .

With Thank You	Without Thank You
<code>http://YourDomain.com/tests/thank-you.htm</code>	<code>http://YourDomain.com/base3.php?adsub=1</code>

So, to summarize...we have:

	With Thank You	Without Thank You
Landing page	Contains opt-in form	Contains opt-in form
Opt-in form redirect or Aweber redirect URL	Redirects to thank-you page	Redirects to <code>base3.php?adsub=1</code>
Thank You page redirect	Redirects to <code>base3.php</code>	-

You'll also find your URLs for this, noted in the Campaign Steps on the Add/Edit Campaigns Page.

Tracking Double Opt-In Subscribers...

When using Double Opt-In you have this general visitor flow or path...

Opt-In Landing Page --->

Confirmation Page telling them to check their email --->

Check their email and Click the Confirmation Link -->

Thank You Page with Link to click through to an Offer.

The setup is similar to a standard Lead Capture campaign:

1. Landing Page with opt-in form
2. Redirect to confirmation page that tells users to check email
3. Send email to users with link to the thank you page
4. Thank you page that contains:
 - a. Code for tracking subscribers:
< img src="<<http://YourDomain.com/adsub.php>>" / >
 - b. Link to offer page through the base3.php page
(link provided on campaign setup page):
<http://YourDomain.com/base3.php>
 - c. Offer page

The subscribers will be marked in CPV Lab only after confirming their email address through the confirmation link.

Setting Up Email Follow-Up Campaigns

1. Setup the General Settings for the Campaign...Name, Stats CPV, etc.

- a. Assign to...Here you can select the campaign that is building the mailing list. Then when you view the Campaign Performance stats for that campaign...you'll also be able to see the amount of revenue the mailing list has generated. This allows you to quickly determine how effective your list building efforts are long term.
- b. Select Link Redirection: Landing Page or Offer
- c. # Emails Sent = Enter the number of emails being sent
- d. Email # = Enter a numeric number for each email (1, 2, 3, 4, 5, etc.)

2. Enter your Landing Pages (if using Landing Pages)

- a. Enter a Name for each Landing Page
- b. Enter the URL for each Landing Page
- c. Enter a unique numeric ID for each landing page
- d. Set the Share% for each LP. Total Share% must add up to 100%

3. Enter your Offers

- a. Enter a Name for each Offer
- b. Enter a URL for each offer with the SubID variable added, with no data for the SubID. Ex. <http://www.offer.com/offerpage.html?SID=>
- c. Select the Affiliate / CPA Network for the Offer
- d. Enter the Conversion Payout

4. Click "Save Campaign"

5. Add Code and Links to Landing Pages and Place your Pixel for the Offer at your Affiliate / CPA Network

If using Landing Pages...

- Code your links to the offer/s on your landing pages using the Step 1 link code.
<http://YourDomain.com/base2.php>
- Enter the Step 2 Code directly above the closing body tag </body> on each of your landing pages.

6. Add Links to your emails

- a. Replace 'xxx' with the Email # for the email that you are sending.
- b. <http://YourDomain.com/base.php?c=106&key=8e20b7a79d2a165&id=xxx>

Email Follow-Up Campaigns with Landing Pages & Direct Linking to Offers...

Link/Redirect Destination: ☒ Landing Page ☐ Offer

Landing Pages & Offer URLs for Campaign: 0106-email

No. of Emails Sent: Email #:

Email #1 Has LP's

LP Name:	lp1	ID:	1
Url:	http://[redacted]	Share: %	50
		<input type="checkbox"/> Inactive	
LP Name:	lp2	ID:	2
Url:	http://[redacted]	Share: %	50
		<input type="checkbox"/> Inactive	
Offer:	offer1	Payout: \$	10
URL:	http://[redacted]bid=	Share: %	50
Network:	Azoogole	<input type="checkbox"/> Inactive	
Offer:	offer2	Payout: \$	20
URL:	http://[redacted]bid=	Share: %	50
Network:	Azoogole	<input type="checkbox"/> Inactive	

No. of Emails Sent: Email #:

Email #2 No LP's Direct Link to Offers

Left blank when direct linking to offers


LP Name:		ID:	0
Url:		Share: %	0
		<input type="checkbox"/> Inactive	
LP Name:		ID:	0
Url:		Share: %	0
		<input type="checkbox"/> Inactive	
Offer:	offer3	Payout: \$	30
URL:	http://[redacted]bid=	Share: %	50
Network:	Azoogole	<input type="checkbox"/> Inactive	
Offer:	offer4	Payout: \$	40
URL:	http://[redacted]bid=	Share: %	50
Network:	Azoogole	<input type="checkbox"/> Inactive	

Improved Accuracy in Landing Page Sequence and Multiple Option Campaigns when you have more than 1 conversion per visitor...

This is extremely useful for those running Offer Path or Co-Reg Style campaigns where 1 unique visitor can convert on multiple offers. This feature greatly improves the accuracy while adding minimal effort to the campaign setup.

Please note...the same exact pixel features are still in place. This new feature only applies to campaigns where 1 user can convert on multiple offers. And, this feature only applies to Multiple Option and Landing Page Sequence Campaigns.

You'll notice on the Add/Edit Campaign pages for these campaign types.



Offer:	URL:	Network:	ID:	Share: %	Payout: \$
		NeverBlue	1	25	3.55
		EWA	2	25	3.55
		Peerfly	3	25	2.25

Tracking Pixel: Add Pixel to the Affiliate Network(s)

```

```

Use the Pixel below, if Multiple Conversions are tracked per visitor
Replace **xxx** with the offer ID

```

```

You'll see in the image above...the pixel varies slightly per offer. This greatly increases the accuracy when tracking multiple conversions from 1 visitor.

We implemented this feature trying to make the process as easy as possible, again while making the process of recording multiple conversions per visitor as accurate as possible.

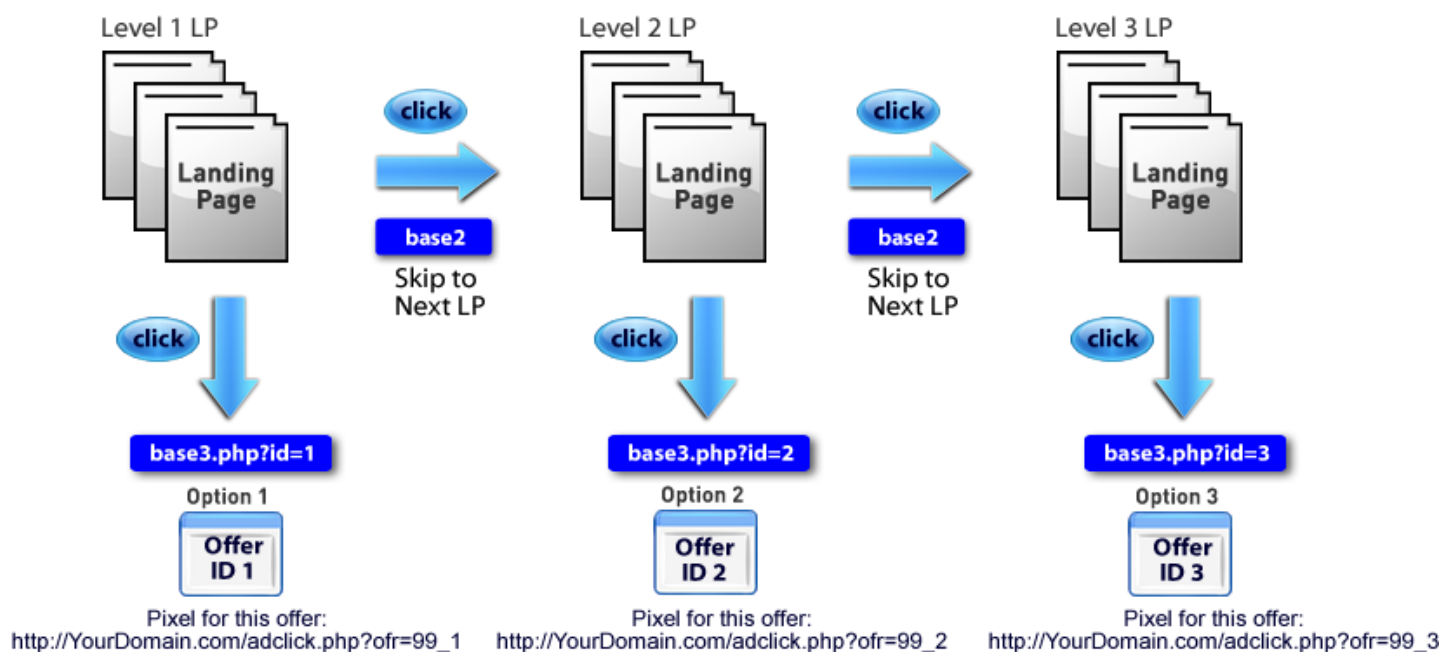
In the example below...you'll see the visitor can potentially convert on 3 different offers. Each offer is setup as its own option and then assigned an Offer ID as shown in the image above.

When placing your conversion pixel for each offer...you simply add ?ofr=CCC_XXX
CCC is replaced with the Campaign ID and XXX is replaced with the Offer ID (Not the Option Number, but the ID assigned to the Offer as shown in the image above).

This process does take a few extra seconds when placing your pixels, but when running campaigns like this...greatly improves the accuracy when recording multiple conversions per visitor.

Landing Page Sequence Campaign - campaign id 99

In this example...you have a path setup where visitors can convert on multiple offers.



Campaign Stats

Stats are displayed in real time and work with the Stats CPV you enter when setting up campaigns, and conversions from the Tracking Pixel placed at your Affiliate/CPA Networks.

The screenshot shows the 'Campaign Stats' interface. At the top, there's a 'Select Campaign' dropdown (A) set to 'Multiple Path Health - Multiple Path', an 'Edit Campaign' button (C), and an 'Interval' selector (B) set to 'from 01/18/2011 to 04/08/2011'. Below this is a 'Target Performance' section with a '# Targets' dropdown (D) set to '500', an 'Only Alerts' checkbox (E), and a 'Show / Hide' dropdown (F). The main table displays performance metrics for various targets. The table has columns: Target, Views, Cost, Clicks, CTR, CPC, Conversions, CR, CPA, Revenue, EPV, P/L, eCPM, and ROI. The data is sorted by ROI in descending order.

Target	Views	Cost	Clicks	CTR	CPC	Conversions	CR	CPA	Revenue	EPV	P/L	eCPM	ROI
Multiple Path Health - Multiple Path	10,516	\$368.06	570	5.42%	\$0.65	80	0.76%	\$4.60	\$949.30	\$0.090	\$581.24	\$55.27	157.92%
Multiple Path Health - Multiple Path	7,499	\$262.47	408	5.44%	\$0.64	84	1.12%	\$3.12	\$986.60	\$0.132	\$724.14	\$96.56	275.90%
Multiple Path Health - Multiple Path	6,503	\$227.61	185	2.84%	\$1.23	5	0.08%	\$45.52	\$57.60	\$0.009	(\$170.01)	(\$26.14)	(74.69%)
Multiple Path Health - Multiple Path	5,621	\$196.74	87	1.55%	\$2.26	95	1.69%	\$2.07	\$1,096.30	\$0.195	\$899.57	\$160.04	457.25%
Multiple Path Health - Multiple Path	4,707	\$164.75	249	5.29%	\$0.66	1	0.02%	\$164.75	\$11.50	\$0.002	(\$153.25)	(\$32.56)	(93.02%)
Multiple Path Health - Multiple Path	3,947	\$138.15	168	4.26%	\$0.82	93	2.36%	\$1.49	\$1,064.60	\$0.270	\$926.46	\$234.72	670.64%
Multiple Path Health - Multiple Path	2,130	\$74.55	98	4.60%	\$0.76	1	0.05%	\$74.55	\$9.80	\$0.005	(\$64.75)	(\$30.40)	(86.85%)
Multiple Path Health - Multiple Path	98	\$3.43	0	0.00%	\$0.00	1	1.02%	\$3.43	\$11.50	\$0.117	\$8.07	\$82.35	235.28%
Multiple Path Health - Multiple Path	3	\$0.11	0	0.00%	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.000	(\$0.11)	(\$35.00)	(100.00%)
Multiple Path Health - Multiple Path	2	\$0.07	0	0.00%	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.000	(\$0.07)	(\$35.00)	(100.00%)
Multiple Path Health - Multiple Path	2	\$0.07	0	0.00%	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.000	(\$0.07)	(\$35.00)	(100.00%)
Multiple Path Health - Multiple Path	1	\$0.04	0	0.00%	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.000	(\$0.04)	(\$35.00)	(100.00%)
Multiple Path Health - Multiple Path	1	\$0.04	0	0.00%	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.000	(\$0.04)	(\$35.00)	(100.00%)
Multiple Path Health - Multiple Path	1	\$0.04	0	0.00%	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.000	(\$0.04)	(\$35.00)	(100.00%)

At the bottom right, there is an 'Export CSV' button (G).

A) Select Campaign

Use the drop down menu to choose the campaign you want to view.

B) Interval

Choose the date range you want to view the stats for the selected campaign, using the preset date ranges from the drop down menu or enter a custom date range.

C) Edit Campaign

Go to the Edit Campaign page for the selected Campaign

D) # Targets

Select the number of targets to view per page

E) Only Alerts

When checked, this will show only the targets that have triggered an alert.

F) Show / Hide

Drop down menu used to show or hide columns of your choice. CPV Lab remembers your settings and will always use the previous View Settings as the default.

G) Export CSV

When clicked this will export all the target stats in a csv file.

Grouping & Un-Grouping Stats...

In order to provide more information about targets, their behavior inside campaigns and landing pages...we provide 2 types of views in Target Performance and Landing Page Performance reports: a grouped view and an expanded view.

Target Performance

The grouped or condensed view displays each target once and doesn't show any information about the landing pages and offers that the targets followed. This view is obtained when the following columns are hidden: Page, URL, Offer, Offer URL.

The expanded view shows the full visitor path for each target...in a campaign, the landing pages and offer pages that the targets visited. The same target may appear multiple times in the report if it reached different landing pages or different offers. This view is obtained when at least one of the following columns is Shown: Page, URL, Offer, Offer URL.

Sample Condensed View:

-  Target Performance			
ID	Target 	Views	Engage%
190	worldsoccershop.com	3	100.00%
190	wisageek.com	8	87.50%
190	wired.com	10	80.00%
190	true.com	6	66.67%

Sample Expanded View:



-  Target Performance				
ID	Page	Target 	Views	Engage%
190	Naughty Nice 1	worldsoccershop.com	1	100.00%
190	Naughty Nice 3	worldsoccershop.com	2	100.00%
190	Naughty Nice 3	wisageek.com	1	100.00%
190	Naughty Nice 3b	wisageek.com	3	100.00%
190	Naughty Nice 1	wisageek.com	1	100.00%
190	Naughty Nice 3	wisageek.com	3	66.67%
190	Naughty Nice 3	wired.com	4	75.00%
190	Naughty Nice 3b	wired.com	6	83.33%
190	Naughty Nice 1	true.com	1	100.00%
190	Naughty Nice 3	true.com	4	50.00%
190	Naughty Nice 3b	true.com	1	100.00%

Landing Page Performance



The grouped view displays each landing page once and doesn't contain information about the offers that were accessed from the landing pages. This view is obtained when the following columns are Hidden: Offer, Offer URL

The expanded view shows the offers that were visited from the landing pages. This means that the same landing page may appear multiple times in the same report if the same landing page generated traffic for more than one offer. This view is obtained when at least one of the following columns is Shown: Offer, Offer URL

Sample Condensed View:

-  Landing Page Performance		
<u>ID</u>	<u>Page</u> 	<u>Views</u>
148	Naughty Nice 3b	520
147	Naughty Nice 3	521

Sample Expanded View:

-  Landing Page Performance				
<u>ID</u>	<u>Page</u> 	<u>Views</u>	<u>Engage%</u>	<u>Offer</u>
148	Naughty Nice 3b	3	100.00%	Adult Friend Finder (US) (Homepage) (2
148	Naughty Nice 3b	3	100.00%	Adult Friend Finder (US) (Reg. Page) (2
148	Naughty Nice 3b	1	100.00%	Seductive Search (US, UK, CA, AU, IE, N
147	Naughty Nice 3	2	100.00%	Be Naughty (25+) (USA)
147	Naughty Nice 3	2	100.00%	Adult Friend Finder (US) (Homepage) (2
147	Naughty Nice 3	1	100.00%	SinglesNet : Geotargeted LP (25+) CID
147	Naughty Nice 3	1	100.00%	Adult Friend Finder (US) (Reg. Page) (2
147	Naughty Nice 3	1	100.00%	SinglesNet : Geotargeted LP (25+) CID

Stats for Direct Link & Landing Page “Split” Campaigns...

When you have Split selected in your Direct Link and Landing Page campaigns, you'll see in your Stats...the stats and metrics for each a divided for your target performance reports.

See Below...

In Your Stats, you'll see the Target Performance for both direct linking to the offer vs. running a landing page. These stats are per target.

- Target Performance

Landing Pages

ID	Target	Views	Engage%	Cost	CPV	Clicks	CTR	CPC	Conversions	C
33		4,199	16.19%	\$146.97	\$0.035	130	3.10%	\$1.13	43	1.0
33		3,441	15.58%	\$120.44	\$0.035	101	2.94%	\$1.19	1	0.0
33		3,336	15.17%	\$116.76	\$0.035	250	7.49%	\$0.47	29	0.8
33		2,006	15.50%	\$70.21	\$0.035	85	4.24%	\$0.83	23	1.1
33		1,911	15.80%	\$66.89	\$0.035	181	9.47%	\$0.37	45	2.3
33		1,024	14.65%	\$35.84	\$0.035	186	18.16%	\$0.19	31	3.0

Direct to Offer

ID	Target	Views	Cost	CPV	Conversions	CR
33		4,111	\$143.89	\$0.035	49	1.19%
33		3,420	\$119.70	\$0.035	0	0.00%
33		3,362	\$117.67	\$0.035	28	0.83%
33		1,987	\$69.55	\$0.035	46	2.32%
33		1,965	\$68.78	\$0.035	16	0.81%
33		1,079	\$37.77	\$0.035	71	6.58%

- Landing Page Performance

You'll see 0% Engage for the direct link visitors

ID	Page	Views	Engage%	Cost	CPV	Clicks	CTR
39	Insurance Lead 3	5,414	0.00%	\$189.49	\$0.035	5,414	100.00%
36	Landing Page 3	5,413	15.70%	\$189.46	\$0.035	323	5.97%
37	Insurance Lead	5,273	0.00%	\$184.56	\$0.035	5,273	100.00%
34	Landing Page 1	5,254	15.49%	\$183.89	\$0.035	277	5.27%
35	Landing Page 2	5,250	15.64%	\$183.75	\$0.035	333	6.34%
38	Insurance Lead 2	5,237	0.00%	\$183.30	\$0.035	5,237	100.00%

You'll see 100% CTR for the direct link visitors

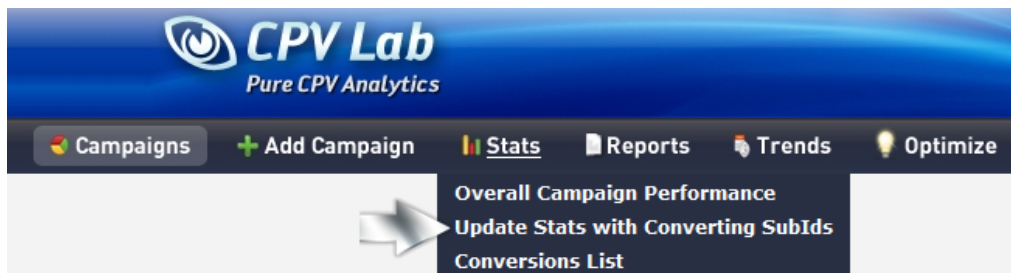
- Offer Performance

This data is all the combined data for each offer. This shows the total performance of the offer just based on visitors, not direct link vs. landing page

ID	Offer	Visitors	Cost	CPC
39	Insurance Lead 3	5,734	\$379.02	\$0.07
38	Insurance Lead 2	5,548	\$367.75	\$0.07
37	Insurance Lead	5,575	\$367.68	\$0.07

Updating Converting SubIDs...

Mouseover the Stats Button in the Navigation Bar, then click Update Stats with Converting SubIDs...as shown below:



This feature allows you to update your conversions in your Campaign Stats, which is useful to update stats where the pixel misfired or in the event you can't place a tracking pixel.

The image shows a web form titled 'Update Stats' with the subtitle 'Enter Converting SubIDs'. At the top left, there is a dropdown menu labeled 'Select Campaign:' with 'All Campaigns' selected; an arrow labeled 'A' points to this dropdown. Below the dropdown is a large text input area labeled 'Converting SubIDs, one per line:'. An arrow labeled 'B' points to this text area. At the bottom left of the form, there is a checkbox labeled 'Remove existing Conversions for the selected campaign'. An arrow labeled 'C' points to this checkbox. At the bottom right of the form is a blue 'Save' button.

First, gather all your CONVERTING SUBIDS ONLY from your Affiliate/CPA Network. Then select the specific campaign these Converting SubIDs apply to or select All Campaigns (A).

Enter your CONVERTING SUBIDS in the text box, 1 per line (B).

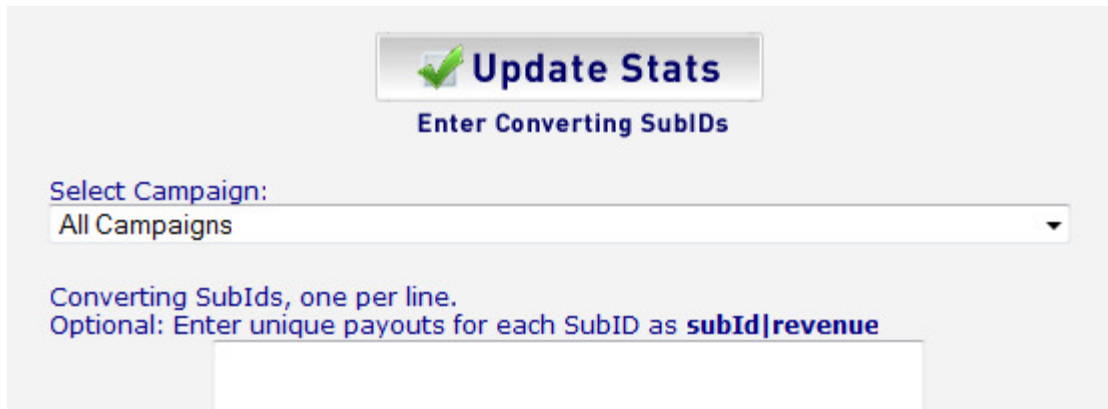
Concerned about Pixel Misfires or False Conversions...Then simply remove all existing converting subids (C) and then upload your Converting SubIDs for the life of the campaign. If you check this option, make sure the converting subids you're entering are for the entire life of the campaign. If you don't check "Remove existing conversions" and you upload the same converting subids twice, it only count as one conversion.

Ability to specify different payouts (revenue) for each conversion

On the Stats → Update Converting SubIDs you can now enter in unique payouts for each Converting SubID. To use this feature...When you paste the converting subIDs enter them as 'subId|revenue' and the revenue specified for each conversion will be stored in the database and used in all calculations for that conversion (Stats, Trends).

For example: lkdiwof_39_elf3|2.15

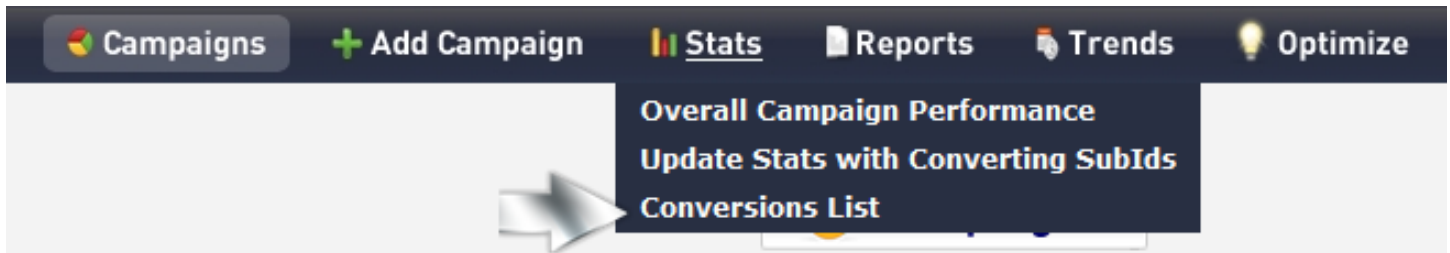
lkdiwof_39_elf3 (Converting SubID) |(separator)**2.15**(Unique Payout)



The screenshot shows a web interface for updating statistics. At the top, there is a button labeled 'Update Stats' with a green checkmark icon, and below it, the text 'Enter Converting SubIDs'. Below this is a dropdown menu labeled 'Select Campaign:' with 'All Campaigns' selected. Underneath the dropdown, there is a text input area with the following instructions: 'Converting SubIDs, one per line.' and 'Optional: Enter unique payouts for each SubID as **subId|revenue**'. The input area is currently empty.

The Conversions List...

Mouseover the Stats Button in the Navigation Bar, then click Conversions List...as shown below:



This Page allows you to sort and view more data regarding your conversions for any of your campaigns...

Conversions List

Select Campaign: Demo - LPS to Offer - Landing Page Sequence Edit Campaign

Interval: from 01/18/2011 (mm/dd/yyyy) to 04/16/2011 (mm/dd/yyyy) Refresh All Time

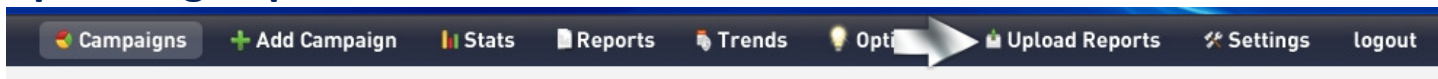
Date/Time	IP	Country	State	City	Offer	Revenue	SubId
02/05/2011 12:45 AM	98.██████████	United States	New Jersey	Egg Harbor Township	Offer 2	\$7.00	0s3neob1_37_335257

Using this page, you can view the Date and Time of your Conversions with Additional Data such as IP Address, Country, State, City, Offer, Revenue and the SubID for each conversion.

Campaign Reports

Reports are very similar to the Stats Section, the only difference is what data is used. Reports use only hard data, from the CPV Network spending reports and Converting SubIDs you enter.

Uploading Reports...



You will see the Upload Reports interface as shown below:

1 Select Campaign:
All Campaigns

2 Interval:
This Month

3 Report Name:
02-01-2011 to 02-21-2011 @ 1:05PM

3 Take Spending Data from:
☒ current Stats on site ☐ uploaded Report File

or

Take Spending Data from:
☐ current Stats on site ☒ uploaded Report File

Consolidated CPV Network file:
Browse...

CPV Report Template:
MediaTraffic - Target, Categories Report

☐ Update Stats CPV with Average CPV from upload file

4 Take Converting SubIds from:
☒ current Stats on site ☐ paste SubIds

or

Take Converting SubIds from:
☐ current Stats on site ☒ paste SubIds

Converting SubIds,
one per line:

5 Save

1. Select the Campaign for the Report

- Or Select All Campaigns if you are using a bulk formatted CSV.
See below for information on setting up a bulk formatted CSV.

2. Select the Date Interval and Report Name

- Make sure the downloaded report from your Traffic source matches this date range.
- Once selected, the report name will populate automatically and you can change the name if needed.

3. Take Spending Data from...

- You have 2 options here
 - "current Stats on site" which will use the Current data from the Stats in CPV Lab for this campaign.

Take Spending Data from:



current Stats on site



uploaded Report File

- "uploaded Report File" and this is generally what is used for reports so you build reports using the Hard data for the campaign. When this is selected, you'll need to upload your spending report to CPV Lab and select the CPV Report Template that applies to the traffic source the report is from.

Take Spending Data from:



current Stats on site



uploaded Report File

Note: Update Stats CPV with Average CPV from upload file

- When this is checked, CPV Lab will automatically update the Stats CPV you entered for this campaign, with a new average that is calculated from the report file you have uploaded.

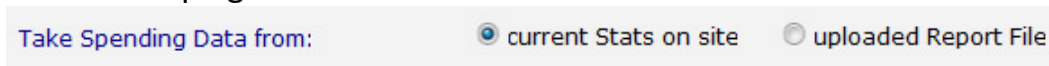


Update Stats CPV with Average CPV from upload file

- When a custom spreadsheet is used, the 'All Campaigns' option is selected and the Update Average CPV is checked...the process will update the Stats CPV for all campaigns that have records in the uploaded spending report.
- The new CPV value will be calculated as an average of the Uploaded CPV values for each campaign in the spending report. So, if you upload a spending report with records for 3 campaigns, there will be 3 average CPVs calculated, each one with data from the corresponding campaign only. And only these 3 campaigns will have the Stats CPV updated with the corresponding average CPV from the spending report.


4. Take Converting SubIDs from...

- You have 2 Options here as well:
 - "current Stats on site" which will use the Current data from the Stats in CPV Lab for this campaign.



Take Spending Data from: ☒ current Stats on site ☐ uploaded Report File

- "paste subids" and this is generally used, for the purposes of building reports with hard data. When selected, simply copy all your CONVERTING SUBIDS ONLY from your Affiliate network reports with the same time frame you selected for the Interval. And enter then in the text box shown below, 1 subid per line.



Take Converting SubIDs from: ☐ current Stats on site ☒ paste SubIDs

Converting SubIDs,
one per line:

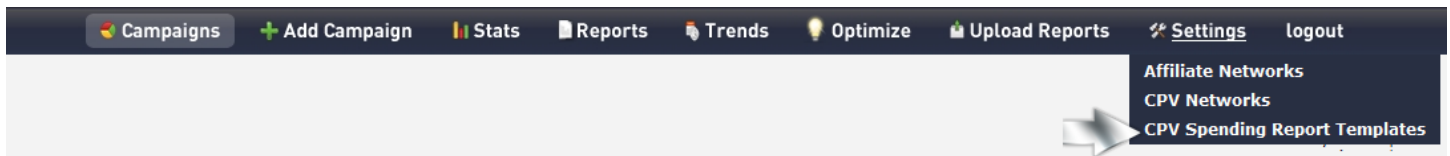
Save

5. After All Settings are Correct and Data has been entered...

- Click Save...and the report is built and can now be accessed from the Reports section of CPV Lab.

Adding & Editing CPV Spending Report Templates...

Mouseover the Settings Button in the Navigation Bar, then click CPV Spending Report Templates as shown below:



You'll see the Current CPV Spending Templates section...which has Spending Templates set up for several popular CPV Networks...

Current CPV Spending Templates			
Report Template	Assigned To	Active	
AdOnNetwork - Keyword Report - Daily Breakdown	Ad On Network	<input checked="" type="checkbox"/>	Edit Delete
AdOnNetwork - Keyword Report - Standard Report	Ad On Network	<input checked="" type="checkbox"/>	Edit Delete
Direct CPV Spending Report	Direct CPV - url	<input checked="" type="checkbox"/>	Edit Delete
Jema Media - Keyword Report	Jema Media	<input checked="" type="checkbox"/>	Edit Delete
LeadImpact - Keyword Level	Lead Impact	<input checked="" type="checkbox"/>	Edit Delete
MediaTraffic - Target, Categories Report	MediaTraffic	<input checked="" type="checkbox"/>	Edit Delete
Trafficvance - Daily Targets Export	Trafficvance	<input checked="" type="checkbox"/>	Edit Delete
Trafficvance - Monthly Targets Export	Trafficvance	<input checked="" type="checkbox"/>	Edit Delete

Let's go through the process of setting up a CPV Spending Template...

In this example...we'll use this report format:

	A	B	C	D	
1	Data from 2010-08-01 to 2010-08-31 :: Campaigns / TargetsCategories /				
2					
3	Targets Categories	Views	Amounts	ROI	
4	sports.yahoo.com	433	6.495	0	
5	nba.com	164	2.46	0	
6	foxsports.com	156	2.34	0	
7	sexinyourcity.com	112	1.68	0	
8	army.mil	84	1.26	0	
9	mls.com	84	1.26	0	
10	autozone.com	57	0.855	0	
11	ebaumsworld.com	46	0.69	0	
12	spike.com	40	0.6	0	

The 3 Critical Columns to match up are...

Targets | Categories

Views

Amounts

	A	B	C	D
1	Data from 2010-08-01 to 2010-08-31 :: Campaigns / TargetsCategories /			
2				
3	Targets Categories	Views	Amounts	ROI
4	sports.yahoo.com	433	6.495	0
5	nba.com	164	2.46	0
6	foxsports.com	156	2.34	0
7	sexinyourcity.com	112	1.68	0
8	army.mil	84	1.26	0

Also note the number of Rows to skip at the top of the report, which in this example...the actual column titles or headings are on the 3rd row of the report.

You want to skip the first 2 rows in this case...so 2 is entered for this setting.

	A	B	C	D
1	Data from 2010-08-01 to 2010-08-31 :: Campaigns / TargetsCategories /			
2	Skip row			
3	Targets Categories	Views	Amounts	ROI
4	sports.yahoo.com	433	6.495	0
5	nba.com	164	2.46	0
6	foxsports.com	156	2.34	0
7	sexinyourcity.com	112	1.68	0
8	army.mil	84	1.26	0

Now that you have the information required to setup a Spending Report Template...simply enter this information into the Form...

- Report Template Name: Give the template a name
- Rows to Skip at Top: In this example we need to skip 2 rows
- Target Keyword Column: In this example, it's Targets|Categories as shown above
- Views/Impressions Column: In this example, it's Views
- Amount/Spend/Cost Column: In this example it's Amounts
- Campaign ID & Name are used for Bulk Consolidated Reports, which is covered below.
- Assign Template to: Select the CPV Network or Traffic Source to assign this template to
- Active: Check to activate this report template for use

Edit CPV Spending Template

Report Template Name:	<input type="text" value="Target, Categories Report"/>
Rows to Skip at Top:	<input type="text" value="2"/>
Target Keyword Column:	<input type="text" value="Targets Categories"/>
Views/Impressions Column:	<input type="text" value="Views"/>
Amount/Spend/Cost Column:	<input type="text" value="Amounts"/>
Campaign ID Column:	<input type="text" value="CampaignID"/> For Bulk or Consolidated Reports
Campaign Name Column:	<input type="text" value="Campaign"/> For Bulk or Consolidated Reports

Campaign ID and Campaign Name columns are only used for Consolidated Reports (more campaigns in a single file)

Assign Template to:

Active: ☒

Save **Cancel**

And that's it!

Setting Up Bulk Upload Report Templates...

Using Custom Report to Upload Reports for Multiple Campaigns at One Time and Create New Reports for each Campaign Automatically...

In order to add spending data for more than one campaign you need to create a custom spreadsheet. The custom spreadsheet is basically a regular Spending Report from any CPV Network, that has an extra column containing either the CampaignID from CPV Lab or the CampaignName from CPV Lab.

For example, let's take the Spending Report from MediaTraffic, that has the following columns: Targets|Categories, Views, Amounts, ROI.

Targets Categories	Views	Amounts	ROI
sportsyachse.com	865	12.975	0
weddinginvitations	492	7.38	0


In order to convert this report to a bulk upload spreadsheet, you will insert a new column in the report such as CampaignID or CampaignName.

For example using CampaignID:

CampaignID	Targets Categories	Views	Amounts	ROI
72	sportsyachse.com	865	12.975	0
72	weddinginvitations	492	7.38	0
72	aaa.org	385	5.775	0
72	ba.com	360	5.4	0
98	apn-ga.com	342	5.13	0
98	weddingfavours	308	4.62	0

Then in the newly added CampaignID column...add the Campaign ID next to each target that goes with that particular campaign. Enter the campaign ID, exactly as it's assigned in CPV Lab. You can find this on the individual campaigns Add/Edit Page or on the Campaigns Page.

Then simply Go to Settings → CPV Networks → Edit MediaTraffic and add this new column to the spending template as shown below:

 **Edit CPV Spending Template**

Report Template Name:

Rows to Skip at Top:

Target Keyword Column:



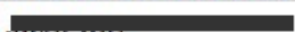
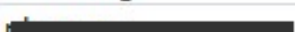



Views/Impressions Column:

Amount/Spend/Cost Column:

Campaign ID Column:


Campaign Name Column:

Or you can use CampaignName:

CampaignName	Targets Categories	Views	Amounts	ROI
Diet Campaign U: 		865	12.975	0
Diet Campaign U: 		492	7.38	0
Diet Campaign U: 		385	5.775	0
Auto Lead US 		360	5.4	0
Auto Lead US 		342	5.13	0
Auto Lead US 		308	4.62	0
Auto Lead US 		296	4.44	0

Then in the newly added CampaignName column...add the Campaign name next to each target that goes with that particular campaign. Enter the campaign name, exactly as it's setup within CPV Lab. You can find this on the individual campaigns Add/Edit Page or the Campaign Page.

Then Go to Settings → CPV Networks → Edit MediaTraffic and add this new column to the spending template as shown below:

 **Edit CPV Spending Template**

Report Template Name:	MediaTraffic - Target, Categories Report
Rows to Skip at Top:	2
Target Keyword Column:	Targets Categories
Views/Impressions Column:	Views
Amount/Spend/Cost Column:	Amounts
Campaign ID Column:	
Campaign Name Column:	CampaignName

The report will have now the following columns:

CampaignID, Targets|Categories, Views, Amounts, ROI
or CampaignName, Targets|Categories, Views, Amounts, ROI

The next step...go to the Upload Reports page and select ‘All Campaigns’ from the Campaign dropdown, select the time interval, upload the custom spreadsheet you just created and select the corresponding CPV Report Template.

Then, paste converting subIDs for all campaigns in the textbox and Click ‘Save’.
A new report will be created for each campaign that has data in the custom spreadsheet.

Note:

The name for the extra column required for the custom spreadsheet is not fixed to CampaignID or CampaignName.

This can be customized per Spending Report Template from the Spending Report Templates page. It can be set to whatever you want to use to match your needs.

IMPORTANT:

Upload Reports as quickly as possible after download. For example if you wait 3 days after downloading, and then upload by selecting 'Today' as the interval, this won't produce accurate results. Because data is extracted from the pasted converting subIDs only the ones from today (as indicated by the selected interval), but the Spending report is now 3 days old, so it doesn't refer to today anymore.

Remember to upload only fresh generated Spending reports.

Overall Campaign Performance Stats & Reports Pages...

These pages allow you to quickly see how all your campaigns are performing on one page. You also have Overall Performance Pages for both Stats and Reports.

Overall Campaign Performance - Stats

Interval: from 01/01/2000 (mm/dd/yyyy) to 04/11/2011 (mm/dd/yyyy) Refresh All Time

Direct Link & Landing Page Campaigns

ID	Name	Views	Clicks	Cost	Revenue	EPV	PPV	P/L	ROI
		4	3	\$1.12	\$18.00	\$4.500	\$4.220	\$16.88	1,207.14%
		28	8	\$7.84	\$11.00	\$0.393	\$0.113	\$3.16	40.31%
		2	2	\$0.07	\$0.00	\$0.000	(\$0.031)	(\$0.07)	(100.00%)
		1	1	\$0.02	\$0.00	\$0.000	(\$0.020)	(\$0.02)	(100.00%)
		3	1	\$0.09	\$0.00	\$0.000	(\$0.030)	(\$0.09)	(100.00%)
		4	4	\$0.16	\$0.00	\$0.000	(\$0.040)	(\$0.16)	(100.00%)
		31,849	16,860	\$1,114.71	\$1,324.80	\$0.042	\$0.007	\$210.09	18.83%

Multiple Option Campaigns

ID	Name	Views	Clicks	Cost	Revenue	EPV	PPV	P/L	ROI
		4	4	\$0.20	\$0.00	\$0.000	(\$0.050)	(\$0.20)	(100.00%)
		1	1	\$0.05	\$0.00	\$0.000	(\$0.050)	(\$0.05)	(100.00%)
		0	0	\$0.00	\$0.00	\$0.000	\$0.000	\$0.00	0.00%
		23,833	2,286	\$1,191.65	\$606.05	\$0.025	(\$0.025)	(\$585.60)	(49.14%)

Multiple Path Campaigns

ID	Name	Views	Clicks	Cost	Revenue	EPV	PPV	P/L	ROI
		41,031	1,765	\$1,436.09	\$4,187.20	\$0.102	\$0.067	\$2,751.11	191.57%

Landing Page Sequence Campaigns

ID	Name	Views	Clicks	Cost	Revenue	EPV	PPV	P/L	ROI
		1	1	\$0.05	\$24.00	\$24.000	\$23.955	\$23.96	33,233.33%
		10	10	\$0.30	\$0.00	\$0.000	(\$0.030)	(\$0.30)	(100.00%)
		42,143	2,231	\$1,896.44	\$16,580.00	\$0.393	\$0.348	\$14,683.56	774.27%
		5	1	\$0.23	\$0.00	\$0.000	(\$0.045)	(\$0.23)	(100.00%)
		42,584	3,888	\$1,490.44	\$1,340.00	\$0.027	(\$0.008)	(\$150.44)	(23.51%)
		28,747	1,363	\$1,724.82	\$1,333.00	\$0.033	(\$0.007)	(\$191.82)	(11.12%)
		27,389	1,740	\$1,641.00	\$1,917.00	\$0.070	\$0.010	\$276.00	16.82%
		6	3	\$0.00	\$15.00	\$2.500	\$2.500	\$15.00	0.00%
		4	2	\$0.00	\$0.00	\$0.000	\$0.000	\$0.00	0.00%
		1	0	\$0.00	\$0.00	\$0.000	\$0.000	\$0.00	0.00%
		6	4	\$0.06	\$14.00	\$2.333	\$2.333	\$14.00	0.00%
		3	2	\$0.00	\$16.00	\$18.667	\$18.667	\$16.00	0.00%

Lead Capture Campaigns

ID	Name	Views	Cost	Subscr.	SR	CPSUB
		2	\$0.06	1	50.00%	\$0.06
		6	\$0.18	2	33.33%	\$0.09
		23	\$0.69	20	86.96%	\$0.03
		0	\$0.00	0	0.00%	\$0.00
		36,174	\$1,808.70	2,273	6.28%	\$0.80

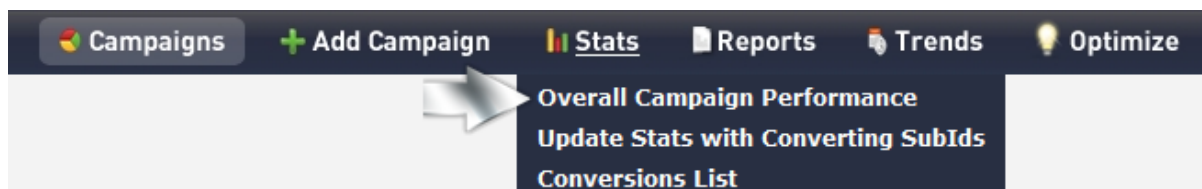
Email Follow-Up Campaigns

ID	Name	Views	Clicks	Cost	Revenue	EPV	PPV	P/L	ROI
		0	0	\$0.00	\$0.00	\$0.000	\$0.000	\$0.00	0.00%
		0	0	\$0.00	\$0.00	\$0.000	\$0.000	\$0.00	0.00%
		0	0	\$0.00	\$0.00	\$0.000	\$0.000	\$0.00	0.00%

Clicking the Campaign name on either of these pages will take you to the Stats or Reports for the selected campaign. These pages as accessed as shown below.

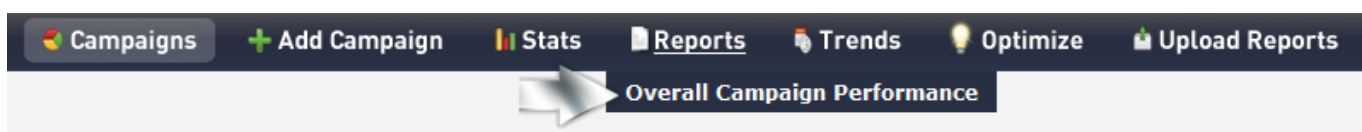
Overall Campaign Performance Stats...

Mouseover Stats in the Navigation Bar and click Overall Campaign Performance Stats:



Overall Campaign Performance Reports...

Mouseover Reports in the Navigation Bar and click Overall Campaign Performance Reports:



CPV Lab Performance Metrics

For each campaign type you'll have 3 to 7 different performance reports, depending the campaign type:

Target Performance	(All Campaign Types)
Landing Page Performance	(All Campaign Types, except Direct Link Campaigns)
Landing Page Opt-In Performance	(Landing Page Sequence Campaigns Only)
Thank You Page Performance	(Landing Page Sequence & Lead Capture Campaigns)
Offer Performance	(All Campaign Types, except Lead Capture Campaigns)
Email Performance	(Email Follow-Up Campaigns Only)
Campaign Performance	(All Campaign Types)

Target Performance Metrics:

ID	Campaign ID
Offer / Page	Offer or Page Name
URL	URL of Offer or Page
Target	Target - URL or Keyword
Views	Number of Views
Engage%	% of Visitors who reached your set Engagement Rate
Cost	Spend on the Target
CPV	Cost Per View
Clicks	Number of Clicks from Landing Page
CTR	Click Through Rate from Landing Page
CPC	Cost Per Click, calculated from the Cost and # of Clicks
Conversion	Conversions
CR	Conversion Rate
CPA	Cost Per Action, also referred to as Cost Per Conversion
Revenue	Revenue Generated
EPV	Earnings Per View
PPV	Profit Per View
P/L	Profit / Loss
eCPM	Earnings Per 1000 Impressions
ROI	Return on Investment

Landing Page Performance Metrics:

ID	Campaign ID
Page	Page Name
URL	Page URL
Views	Number of Views
Engage%	% of Visitors who reached your set Engagement Rate
Cost	Spend on the Target
CPV	Cost Per View
Clicks	Number of Clicks from Landing Page
CTR	Click Through Rate from Landing Page
CPC	Cost Per Click, calculated from the Cost and # of Clicks
Conversion	Conversions
CR	Conversion Rate
Revenue	Revenue Generated
EPV	Earnings Per View
PPV	Profit Per View
P/L	Profit / Loss
eCPM	Earnings Per 1000 Impressions
ROI	Return on Investment

Landing Page Opt-In Performance Metrics:

ID	Campaign ID
Page	Page Name
Visitors	Number of Visitors to the Page
Embed	Number of Opt-Ins from an Embedded Form
Embed %	Percentage of Opt-Ins from an Embedded Form
Popup	Number of Opt-Ins from a Pop-up
Popup %	Percentage of Opt-Ins from a Pop-up
Exit	Number of Opt-Ins from an Exit Pop
Exit %	Percentage of Opt-Ins from an Exit Pop
Subscribers	Total Opt-Ins
SR	Subscriber Rate %

Offer Performance Metrics:

ID	Campaign ID
Offer	Offer Name
URL	Offer URL
Cost	Spend on the Target
Visitors	Number of Visitors to the Offer
CPC	Cost Per Click
Conversion	Conversions
CR	Conversion Rate
Revenue	Revenue Generated
EPV	Earnings Per View
PPV	Profit Per View
P/L	Profit / Loss
eCPM	Earnings Per 1000 Impressions
ROI	Return on Investment

Thank You Page Performance Metrics:

ID	Campaign ID
Page	Page Name
Visitors	Number of Visitors to the Page
Clicks	Number of Clicks from Landing Page
CTR	Click Through Rate from Landing Page
Conversions	Total Conversions
CR	Conversion Rate
Revenue	Revenue Generated

Campaign Performance Metrics:

ID	Campaign ID
Name	Campaign Name
Views	Total Views for the Campaign
Cost	Total cost for the campaign
Revenue	Total revenue generated for the campaign
EPV	Total EPV for the campaign
PPV	Total PPV for the campaign
P/L	Total Profit / Loss for the Campaign
ROI	Total ROI for the Campaign

Email Performance Metrics:

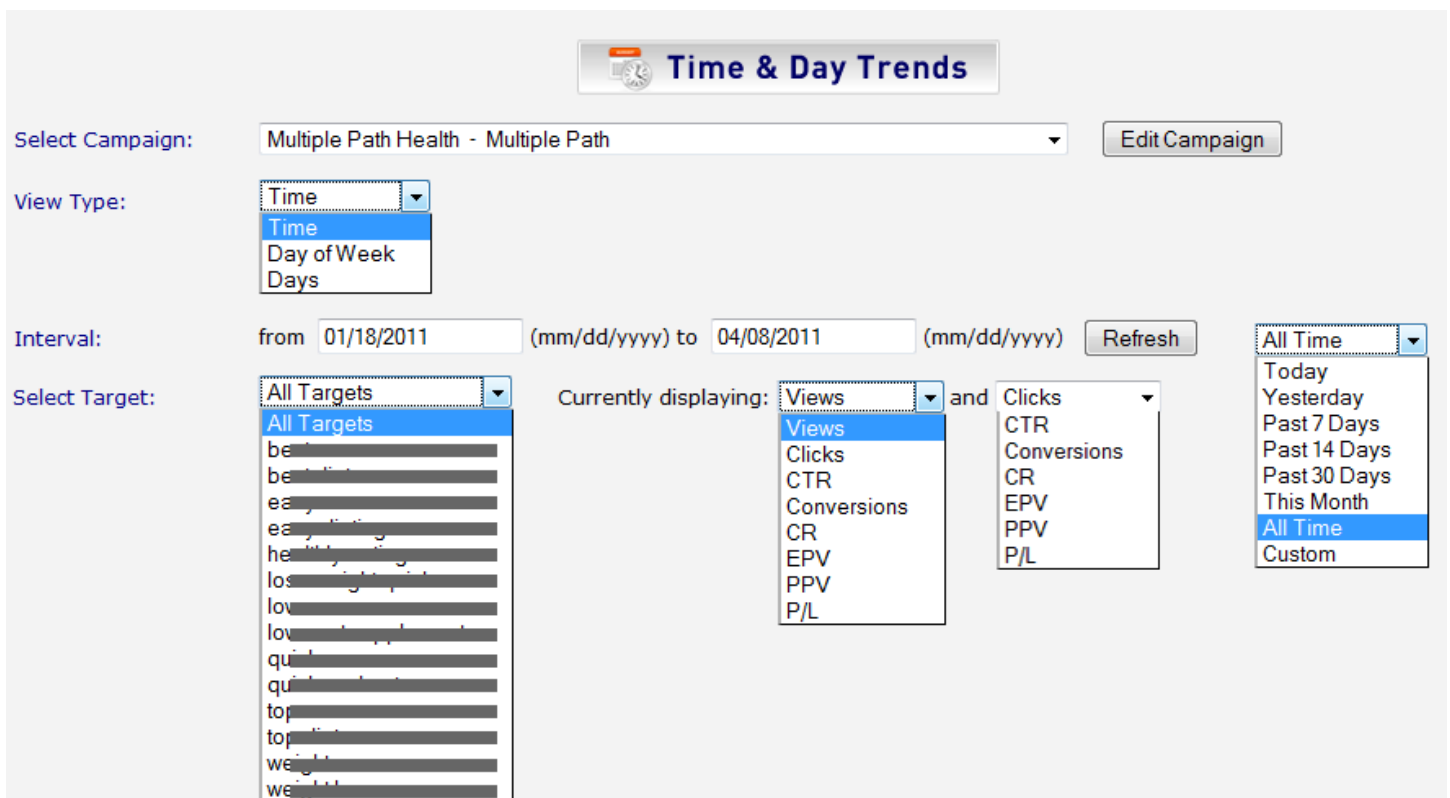
ID	Campaign ID
Name	Campaign Name
# Sent	Total Sent
Clicks	Number of Clicks from Landing Page
CTR	Click Through Rate from Landing Page
Conversion	Conversions
CR	Conversion Rate
Revenue	Revenue Generated
P/L	Profit / Loss
EPS	Earnings Per Subscriber

Time & Day Trends

Trends allows you to spot peak Times and Days for your campaigns...giving you the ability to daypart your campaigns for maximum ROI.



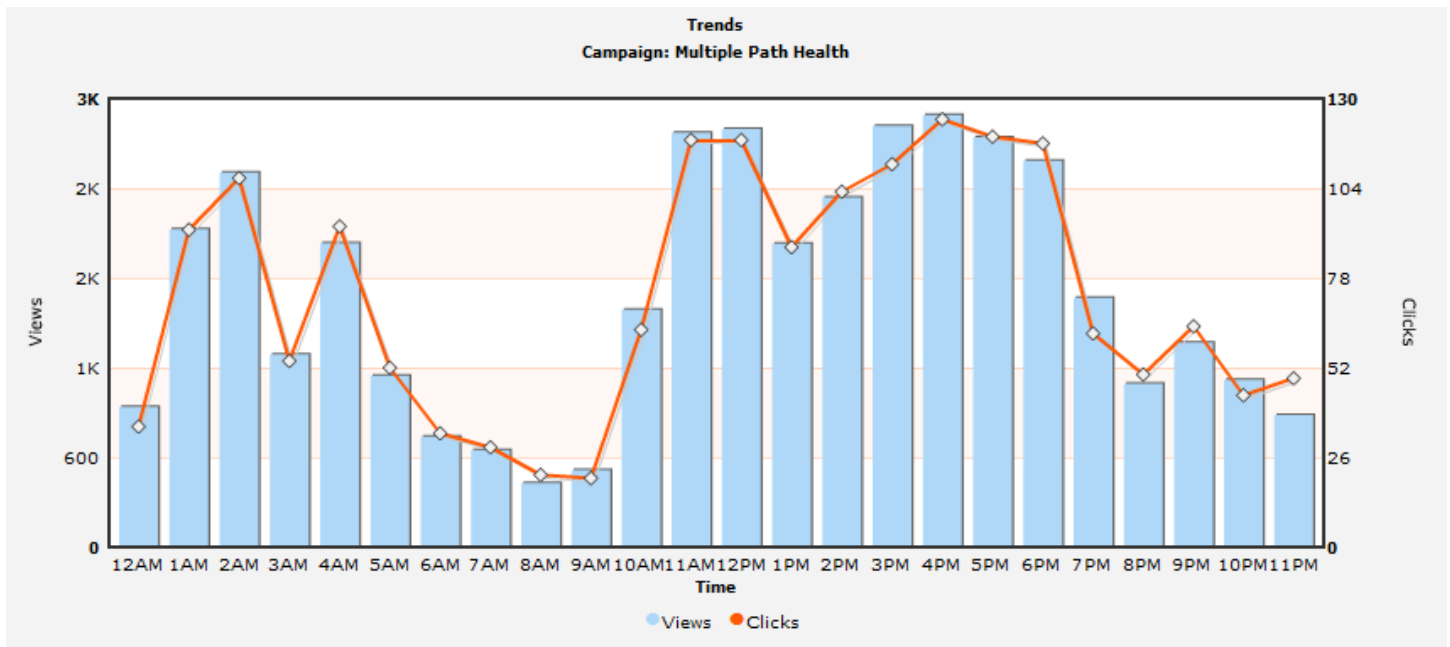
On the Trends page...you have many different options available to view your Data. You can even view Trends for individual targets within your campaign...or the Overall trends for All Targets.



First Select the Campaign you want to view.

Then select the View Type and the Interval or enter a custom Date Range.

Last...Choose to view Trends for All Targets or a specific Target and choose your charting options. You can select 2 data points that will then be referenced in the chart as shown below:



Below the Graphic Chart...you also can view this data in line format to easily identify your daily and hourly trends.

	Views	Engage%	Cost	CPV	Clicks	CTR	CPC	Conversions	CR	CPA	Revenue	EPV	PPV	P/L	eCPM	ROI
12AM	556	10.79%	\$19.46	\$0.035	296	53.24%	\$0.07	6	1.08%	\$3.24	\$19.60	\$0.035	\$0.000	\$0.14	\$0.25	0.72%
1AM	1,867	12.43%	\$65.35	\$0.035	969	51.90%	\$0.07	15	0.80%	\$4.36	\$50.80	\$0.027	(\$0.008)	(\$14.55)	(\$7.79)	(22.26%)
2AM	2,039	1.91%	\$71.37	\$0.035	1,080	52.97%	\$0.07	26	1.28%	\$2.74	\$80.00	\$0.039	\$0.004	\$8.63	\$4.23	12.10%
3AM	1,528	0.39%	\$53.48	\$0.035	791	51.77%	\$0.07	19	1.24%	\$2.81	\$70.60	\$0.046	\$0.011	\$17.12	\$11.20	32.01%
4AM	1,050	0.67%	\$36.75	\$0.035	577	54.95%	\$0.06	14	1.33%	\$2.63	\$49.20	\$0.047	\$0.012	\$12.45	\$11.86	33.88%
5AM	1,040	2.21%	\$36.40	\$0.035	541	52.02%	\$0.07	12	1.15%	\$3.03	\$39.60	\$0.038	\$0.003	\$3.20	\$3.08	8.79%
6AM	509	9.23%	\$17.82	\$0.035	274	53.83%	\$0.07	6	1.18%	\$2.97	\$20.60	\$0.040	\$0.005	\$2.79	\$5.47	15.63%
7AM	323	2.48%	\$11.31	\$0.035	175	54.18%	\$0.06	4	1.24%	\$2.83	\$13.00	\$0.040	\$0.005	\$1.70	\$5.25	14.99%
8AM	239	46.03%	\$8.37	\$0.035	124	51.88%	\$0.07	3	1.26%	\$2.79	\$10.20	\$0.043	\$0.008	\$1.84	\$7.68	21.94%
9AM	1,061	28.46%	\$37.14	\$0.035	559	52.69%	\$0.07	14	1.32%	\$2.65	\$44.20	\$0.042	\$0.007	\$7.07	\$6.66	19.03%
10AM	1,450	11.10%	\$50.75	\$0.035	763	52.62%	\$0.07	15	1.03%	\$3.38	\$46.20	\$0.032	(\$0.003)	(\$4.55)	(\$3.14)	(8.97%)
11AM	1,511	2.51%	\$52.89	\$0.035	805	53.28%	\$0.07	21	1.39%	\$2.52	\$74.80	\$0.050	\$0.015	\$21.92	\$14.50	41.44%
12PM	2,104	0.95%	\$73.64	\$0.035	1,114	52.95%	\$0.07	25	1.19%	\$2.95	\$84.20	\$0.040	\$0.005	\$10.56	\$5.02	14.34%
1PM	1,594	1.19%	\$55.79	\$0.035	844	52.95%	\$0.07	17	1.07%	\$3.28	\$61.40	\$0.039	\$0.004	\$5.61	\$3.52	10.06%
2PM	1,281	6.71%	\$44.84	\$0.035	660	51.52%	\$0.07	15	1.17%	\$2.99	\$53.80	\$0.042	\$0.007	\$8.97	\$7.00	20.00%
3PM	2,631	4.60%	\$92.09	\$0.035	1,388	52.76%	\$0.07	28	1.06%	\$3.29	\$104.60	\$0.040	\$0.005	\$12.52	\$4.76	13.59%
4PM	2,331	3.60%	\$81.59	\$0.035	1,237	53.07%	\$0.07	31	1.33%	\$2.63	\$117.00	\$0.050	\$0.015	\$35.42	\$15.19	43.41%
5PM	2,026	6.32%	\$70.91	\$0.035	1,070	52.81%	\$0.07	27	1.33%	\$2.63	\$95.20	\$0.047	\$0.012	\$24.29	\$11.99	34.25%
6PM	2,070	5.85%	\$72.45	\$0.035	1,114	53.82%	\$0.07	28	1.35%	\$2.59	\$98.40	\$0.048	\$0.013	\$25.95	\$12.54	35.82%
7PM	1,741	17.81%	\$60.94	\$0.035	916	52.61%	\$0.07	20	1.15%	\$3.05	\$62.00	\$0.036	\$0.001	\$1.07	\$0.61	1.75%
8PM	1,207	12.26%	\$42.25	\$0.035	635	52.61%	\$0.07	15	1.24%	\$2.82	\$53.20	\$0.044	\$0.009	\$10.96	\$9.08	25.93%
9PM	476	8.19%	\$16.66	\$0.035	252	52.94%	\$0.07	6	1.26%	\$2.78	\$22.20	\$0.047	\$0.012	\$5.54	\$11.64	33.25%
10PM	466	16.74%	\$16.31	\$0.035	261	56.01%	\$0.06	5	1.07%	\$3.26	\$19.60	\$0.042	\$0.007	\$3.29	\$7.06	20.17%
11PM	749	40.05%	\$26.22	\$0.035	415	55.41%	\$0.06	10	1.34%	\$2.62	\$34.40	\$0.046	\$0.011	\$8.19	\$10.93	31.22%

[Export CSV](#)

You can export this data as well...by clicking Export CSV.

Optimize

This is a HUGE timesaver!

The Optimize Page works from the Settings you have entered in the Campaign Optimization Filters Section on the Settings Page. This allows you to make decisions once and CPV Lab will always make that decision for you from then on.

Optimize Campaign

Select Campaign:
Multiple Path Health - Multiple Path Edit Campaign

Select Report:
Current Stats

Lower CPV
Targets with greater than Views and a PPV less than \$, Lower CPV by \$

Increase CPV
Targets with greater than Views and a PPV greater than \$, Increase CPV by \$
Increase CPV on All Winning Targets by \$

Optimize It

Simply select the campaign you want to optimize...

Then choose the data to use...either the Current Stats or a Report you have uploaded.

You can also adjust your CPV bids on your targets quickly and easily from this page as well.

You'll see in the Screenshot below...it shows Targets, Landing Pages, Offers and the Overall Campaign. So you can quickly and easily see what needs to be completed to optimize the campaign, based on 3 categories...Winner, In Progress and Remove.

In Progress is simply a Target, Landing Page or Offer that is in between your Winner and Remove settings. Generally In Progress means that not enough data has come in yet to make a decision.

Once all changes have been made, then Export the Optimized Report as a CSV. Once exported, you can make these changes manually at your CPV Network, or depending on the CPV Network you're using...cut and paste this optimized campaign data into a Bulk Upload spreadsheet if the Network offers it.

Targets

Target	Action 	Views	Conversions	Current CPV	Adjusted CPV
low cost supplements	Winner	7499	84	0.035	0.035
healthy eating	Winner	3947	93	0.035	0.035
top diets	Winner	98	1	0.035	0.035
easy dieting	Winner	5621	95	0.035	0.035
quick workouts	Winner	10516	80	0.035	0.035
lose weight quick	Remove	2130	1	0.035	0.035
best diet	Remove	4707	1	0.035	0.035
weight loss	In Progress	6503	5	0.035	0.035
	In Progress	3	0	0.035	0.035
	In Progress	1	0	0.035	0.035
	In Progress	2	0	0.035	0.035
	In Progress	1	0	0.035	0.035
	In Progress	2	0	0.035	0.035
	In Progress	1	0	0.035	0.035




Export CSV

Export Targets

Landing Pages

Page	Action 	Views	Conversions
Path 1 - LP 1	Winner	8204	74
Path 1 - LP 2	Winner	8207	66
Path 2 - LP 1	Winner	8204	63
Path 2 - LP 2	Winner	8208	76
Path 3 - LP 1	Winner	4102	38
Path 3 - LP 2	Winner	4106	43

Offers

Offer	Action 	Views	Conversions
Path 1 Offer	Winner	16411	140
Path 2 Offer	Winner	16412	139
Path 3 Offer	Winner	8208	81

Campaign

Start Date	Views	Cost	P/L
01/18/2011 12:27 PM	41031	1,436.085	2,751.12



Export All - CSV

A = Export CSV will export all the Data in the Target Section...Export Targets will export only the targets that need to be removed.

B = Export All – CSV will export all of the data on the Optimize page.

Tracking as a Merchant / Product Owner...

Using CPV Lab to track your own products or offers, is fairly similar to setting your campaign. Actually, it's easier since you have full control over all the pages.

In this example, let's say you have a product and your offer page is at...

<http://MyProductOfferPage.com/index.htm>

On this offer page, visitors then click "Buy Now" and are taken to the Check out page where they enter their details for purchase and click through to your payment processor.

<http://MyProductOfferPage.com/Checkout.htm>

After completing their purchase, visitors are then sent to an order thank you page or order confirmation page.

<http://MyProductOfferPage.com/OrderConfirmation.htm>

In this example...the setup is simple. The conversion path is:

Offer Page –click--> Check out Page –click--> Payment Page –purchase--> Thank You Page

So in this example, we'll use a simple Direct Link & Landing Page Campaign.

#1) Setup your Campaign details usual.

But, since you are the Merchant in this case...you can change the Redirect Type to Direct. Since you're the merchant, no need to worry about passing the referrer.

You can also uncheck "Pass SubIDs to Offer" unless, you checkout system support the use of SubIDs.

	<input type="checkbox"/> Pass Target to Landing Page	<input type="checkbox"/> Pass Target to Offer
	<input type="checkbox"/> Pass Tracking Cookie to Offer	<input type="checkbox"/> Pass SubId to Offer
Redirect Type:	<input checked="" type="radio"/> Direct Redirect (send referrer)	<input type="radio"/> Double Meta Refresh (hide referrer)
	<input type="checkbox"/> Capture Extra Tokens	
Campaign Type:	<input type="radio"/> Direct Link <input checked="" type="radio"/> Landing Page <input type="radio"/> Split	

#2) Next Enter your Offer Page / Sales Page as the Landing Page in CPV Lab...

Landing Page & Offer URLs for Campaign:	
LP Name:	<input type="text" value="My Offer or Sales Page"/>
Url:	<input type="text" value="http://MyProductOfferPage.com/index.htm"/>
ID:	<input type="text" value="1"/>
Share: %	<input type="text" value="100"/>

On this page, add your Step 2: Add Code to Landing Pages
Paste on Landing Page before the </body> tag

Then set the link on the “Buy Now” button or link to: <http://YourDomain.com/base2.php>

#3) Then Enter your Checkout Page as the Offer...

Offer:	<input type="text" value="My Checkout Page"/>	Payout: \$	<input type="text" value="20"/>
URL:	<input type="text" value="http://MyProductOfferPage.com/Checkout.htm"/>	Share: %	<input type="text" value="100"/>
Network:	<input type="text" value="Reg"/>	<input type="checkbox"/> Inactive	

#4) Place the Tracking Pixel on your Order Thank You / Confirmation Page...

Which in this example is:

<http://MyProductOfferPage.com/OrderConfirmation.htm>

You'll add your pixel...

```

```

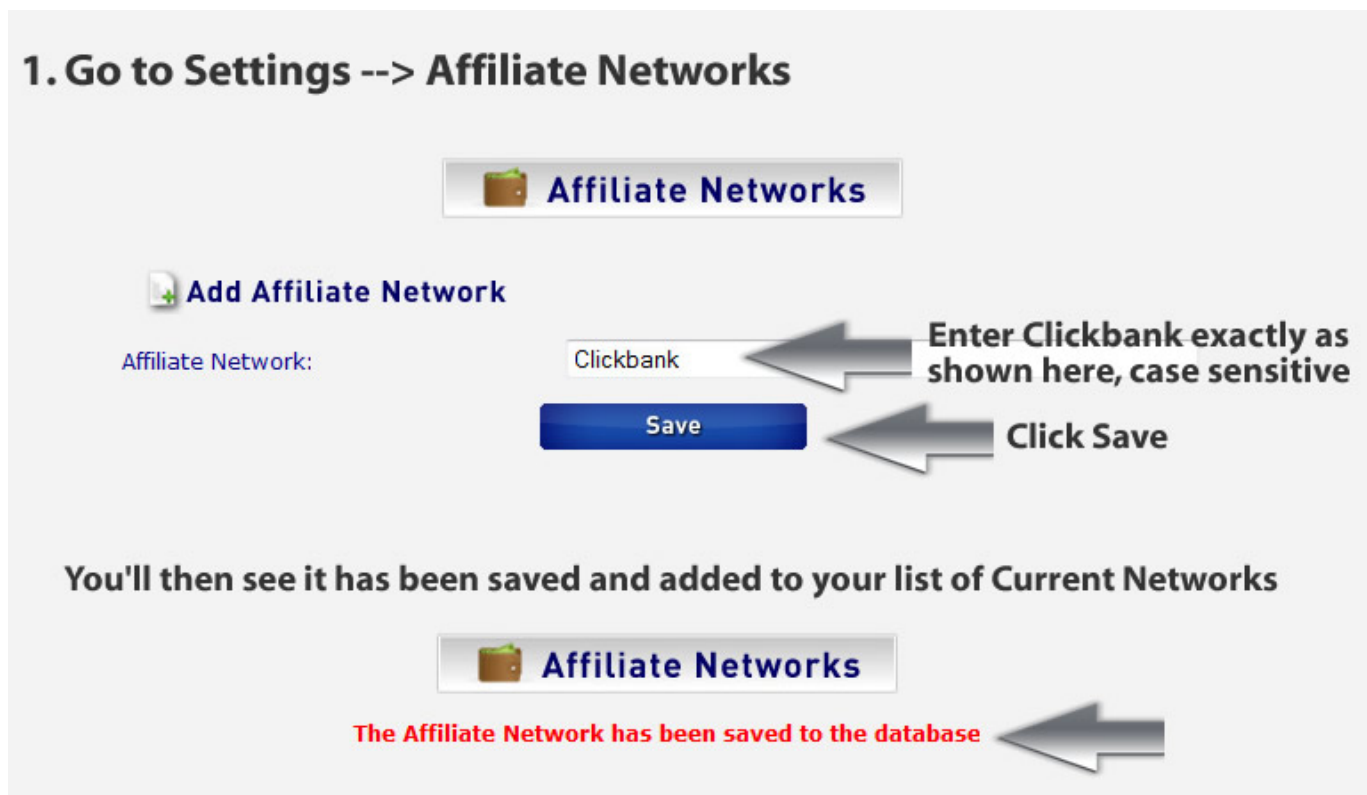
DONE!

Tracking Clickbank Offers with CPV Lab...

Setup Clickbank as an Affiliate Network...

Clickbank is setup in CPV Lab by default, but in the event it's been removed and you need to add it again...follow the quick instructions below:

1. Go to Settings --> Affiliate Networks



Affiliate Networks

Add Affiliate Network

Affiliate Network: **Enter Clickbank exactly as shown here, case sensitive**

Save **Click Save**

You'll then see it has been saved and added to your list of Current Networks

Affiliate Networks

The Affiliate Network has been saved to the database

Setting Up Clickbank Offers in your Campaign...

You'll setup your campaign as you normally would...but when entering your Clickbank offers...



Offer: **?tid= entered to pass the Subid to Clickbank**

URL: **?tid= entered to pass the Subid to Clickbank**

Network: **Clickbank**

Payout: \$ **Share: %**

☐ **Inactive**

Clickbank must be selected or the SubIDs will not work correctly. CPV Lab generally uses spacing characters “_” in SubIDs, but these types of characters are not allowed in Clickbank Tracking IDs. So when Clickbank (exactly as show) is selected CPV Lab will automatically change the spacing character in the SubIDs to “z” in order to pass correctly to Clickbank.

Optimizing Your Server for CPV Lab & Volume...

This information is provided by Tyler from BeyondHosting.net

I highly recommend BeyondHosting to everyone, but if you are a high volume affiliate / marketer, BeyondHosting is very highly recommended. They offer managed services, top notch servers and their support is miles ahead of the 100+ hosting companies I have tried over the past 12 years.

As a CPV Lab User, you'll also receive 50% off your first month, they'll also install CPV Lab and Updates for you. And just so you know, I'm recommending BeyondHosting.net because they are great, not for a commission. I am NOT paid any commissions for this recommendation.

Check out their services here: <http://beyondhosting.net/CPVLab-Hosting/>

Server Optimizations...


- Setup Apache to allow large numbers of children processes.
- It's recommend to not use apache if you're running cPanel and Install litespeed, if you're on a non-cpanel box nginx + php-fpm makes an awesome combination.
 - Apache Optimization:
<http://sudomakeinstall.com/linux-systems/optimize-apache-for-heavy-traffic>
 - Nginx+PHP-FPM
[http://wiki.beyondhosting.net/PHP-FPM and Nginx](http://wiki.beyondhosting.net/PHP-FPM_and_Nginx)
- For MySQL you will want to use MySQL tuner to adjust your caching settings as recommended.
 - Tuner:
<http://blog.mysqltuner.com>

There are many things that can be done with the file system of the server to help increase speed as well. Tyler at BeyondHosting.net also offers a tuning service for anyone interested in having their server configuration fully optimized that is not using BeyondHosting Servers.

If you're interested, simply open a ticket at
<https://beyondhosting.net/portal/supporttickets.php>

Other Information

The About Page...

On the Campaigns Page, click  to go to the About CPV Lab page. On this page you have links to the Help Desk, User Information and it also shows you the current version of CPV Lab that you are running.

Floating Nav Bar...

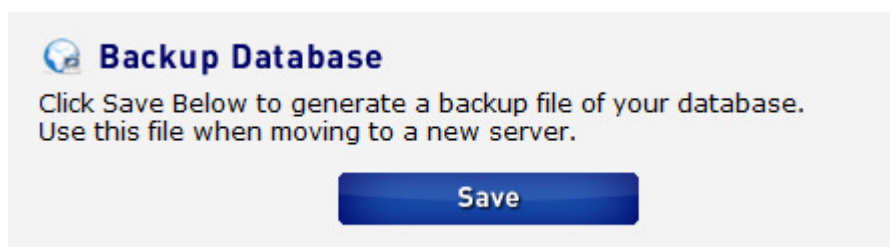
The floating nav bar on the Stats, Reports, Trends and Optimize pages is just another time saver...if you're looking through a long list of data and want to jump over to Trends for example, all you have to do is Click on the Trends Icon in the Floating Nav Bar.

So, really it just saves your from having to scroll up to the main navigation buttons. But, that takes time...the floating nav bar makes this process faster and easier. If you don't wish to use it however, just click the X and it will be hidden.



Backing Up and Restoring CPV Lab...

To create a backup of your CPV Lab database, simply go to the Settings Page, scroll down to the Backup Database section and Click Save. That's It!

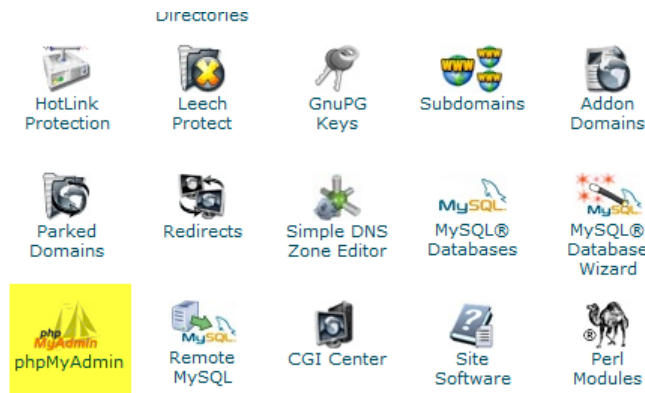


Backing Up Your CPV Lab Database Manually using phpMyAdmin...

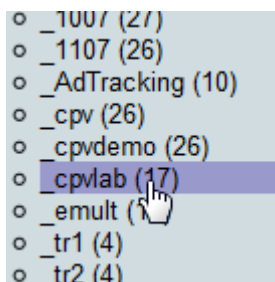
Some users may experience issues with the Backup Database feature on the Settings Page within CPV Lab. The reason for this is generally caused by limited amounts of memory being assigned to handle PHP on the server. In most cases this can be adjusted by the web host fairly easily...however, depending on the size your database this can be a very large file and take some time.

In this case, or if your web host won't allow you to increase the amount of memory assigned to PHP you can still back up your CPV Lab data quickly and easily directly within phpMyAdmin.

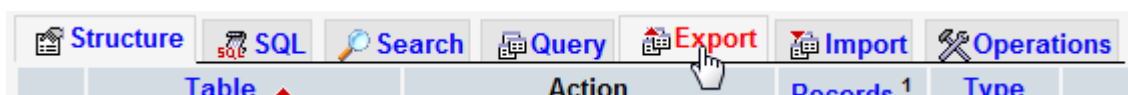
1. Login to your cPanel
2. Click on the phpMyAdmin link. The phpMyAdmin utility will open.



3. Locate and click on your CPV Lab database from the list of databases on the left



4. Now you will have the database selected. Navigate to the 'Export' menu item from the menu located at the top of the page



5. On the Export page leave all the tables selected as they are by default, leave the export option to SQL and everything else unchanged. Click the 'GO' button and you will be prompted to save the generated database backup.

Export

Select All / Unselect All

affiliatesources	<input checked="" type="checkbox"/>
alerts	<input checked="" type="checkbox"/>
campaigns	<input checked="" type="checkbox"/>
campaigntypes	<input checked="" type="checkbox"/>
clicks	<input checked="" type="checkbox"/>
clicksextra	<input checked="" type="checkbox"/>
clickslp	<input checked="" type="checkbox"/>
clicksopt	<input checked="" type="checkbox"/>
columns	<input checked="" type="checkbox"/>
columnscharts	<input checked="" type="checkbox"/>

☐ CodeGen
☐ CSV
☐ CSV for MS Excel
☐ Microsoft Word 2000
☐ LaTeX
☐ MediaWiki Table
☐ Open Document Spreadsheet
☐ Open Document Text
☐ PDF
☐ PHP array
☒ SQL
☐ Texy! text
☐ Excel 97-2003 XLS Workbook
☐ Excel 2007 XLSX Workbook
☐ XML
☐ YAML

Options

Add custom comment into header (in splits lines)

☒ Comments
☐ Enclose export in a transaction
☐ Disable foreign key checks
SQL compatibility mode

☒ Structure

☐ Add DROP TABLE / VIEW / PROCEDURE / FUNCTION
☒ Add IF NOT EXISTS
☒ Add AUTO_INCREMENT value
☒ Enclose table and field names with backquotes
☐ Add CREATE PROCEDURE / FUNCTION

Add into comments

☐ Creation/Update/Check dates

☒ Data

☒ Complete inserts
☒ Extended inserts
Maximal length of created query
☐ Use delayed inserts
☐ Use ignore inserts
☒ Use hexadecimal for BLOB
Export type

☒ Save as file

File name template¹: (☒ remember template)
Compression: ☒ None ☐ "zipped" ☐ "gzipped"

Go

Blocking IP's and UserAgents from Appearing in the Stats...


This feature allows you to define IPs, IP ranges and Useragents to block from appearing in your Stats and consists of 2 pages within CPV Lab...


Settings → Blocked Traffic Rules

Stats → Blocked Traffic Stats

These Blocked Traffic Rules are Global for all campaigns within CPV Lab.

When traffic comes in, it's checked against the blocking rules and if it matches at least one rule, then this traffic won't count in Stats. The Landing Page or offer will still be displayed, because the bots from the networks may find suspicious if the landing page is not found.

 **Blocked Traffic Rules**

 **Add Blocked Traffic Rule**

Rule Name:

Block range of IPs:


from to

Block User Agents containing:

Active:

☐

Save

 **Current Blocked Traffic Rules**

Rule Name	Blocked IPs/User Agents	Active	
AdOn IP	12.47.196.1-12.47.196.255 /	<input checked="" type="checkbox"/>	Edit Delete
Bing IP 1	64.4.0.0-64.4.63.255 /	<input checked="" type="checkbox"/>	Edit Delete
Bing IP 2	157.54.0.0-157.60.255.255 /	<input checked="" type="checkbox"/>	Edit Delete
Bing IP 3	207.68.128.0-207.68.207.255 /	<input checked="" type="checkbox"/>	Edit Delete
Bing UA	/ bingbot	<input checked="" type="checkbox"/>	Edit Delete
Google IP 1	72.14.192.0-72.14.255.255 /	<input checked="" type="checkbox"/>	Edit Delete
Google IP 2	209.85.128.0-209.85.255.255 /	<input checked="" type="checkbox"/>	Edit Delete
Google IP 3	66.249.64.0-66.249.95.255 /	<input checked="" type="checkbox"/>	Edit Delete
Google IP 4	64.233.160.0-64.233.191.255 /	<input checked="" type="checkbox"/>	Edit Delete
Google IP 5	46.170.128.0-46.170.0.1 /	<input checked="" type="checkbox"/>	Edit Delete
Google IP 6	66.102.0.0-66.102.15.255 /	<input checked="" type="checkbox"/>	Edit Delete
Google IP 7	74.125.0.0-74.125.255.255 /	<input checked="" type="checkbox"/>	Edit Delete
Google IP 8	216.239.32.0-216.239.63.255 /	<input checked="" type="checkbox"/>	Edit Delete
Google UA	/ Googlebot	<input checked="" type="checkbox"/>	Edit Delete
L3C IP	65.56.0.0-65.59.255.255 /	<input checked="" type="checkbox"/>	Edit Delete
Microsoft IP	207.46.0.0-207.46.255.255 /	<input checked="" type="checkbox"/>	Edit Delete
MSN IP	65.52.0.0-65.55.255.255 /	<input checked="" type="checkbox"/>	Edit Delete
MSN UA	/ msnbot	<input checked="" type="checkbox"/>	Edit Delete

A default set of rules have been added for some of the major bots and useragents, primarily from Google, Yahoo and Bing/MSN. You can also add new rules at any time...

Blocking IPs and IP Ranges

You can enter a single IP to block or an IP range. For example you can enter a rule to block IPs from 10.0.0.1 to 10.0.0.11

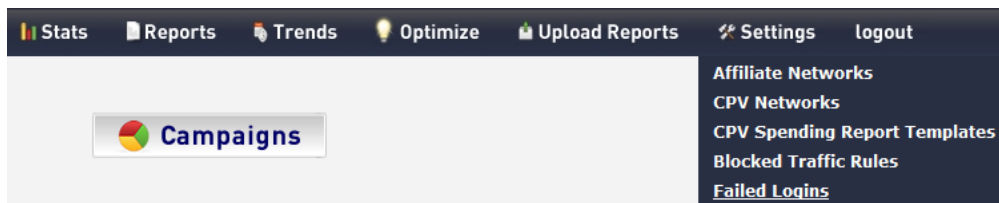
Blocking Useragents

You simply enter a string that can be a part of the user agent or the entire user agent.
If this string will be present in the user agent for incoming traffic it will not count in the Stats.

The Blocked Traffic Stats allow you to see the activity and the traffic that has been blocked.
This page shows you the Date/Time, IP, Useragent and the Reason it was blocked. Access this page from the Stats menu → Blocked Traffic Stats

Added Security Feature = Failed Logins Page...

You can view the failed logins to your CPV Lab installation...
You'll find this page by going to Settings → Failed Logins



On this page...you can see the Date/Time of your failed logins as well as the Username and Password used, the IP address, Country, State and City.




Failed Logins						
Interval: from 01/01/2001 (mm/dd/yyyy) to 06/04/2011 (mm/dd/yyyy) Refresh All Time Clear Failed Logins						
Date/Time	Username	Password	IP	Country	State	City
05/29/2011 12:37 AM	user37	pass37	58.19.84.150	China	Beijing	Beijing
05/29/2011 12:37 AM	user36	pass36	40.88.178.242	United States	Indiana	Indianapolis
05/29/2011 12:37 AM	user35	pass35	13.63.38.171	United States	Connecticut	Norwalk

If you start to see a lot of Failed Login activity, you can simply change the location of your login page by using the steps below.

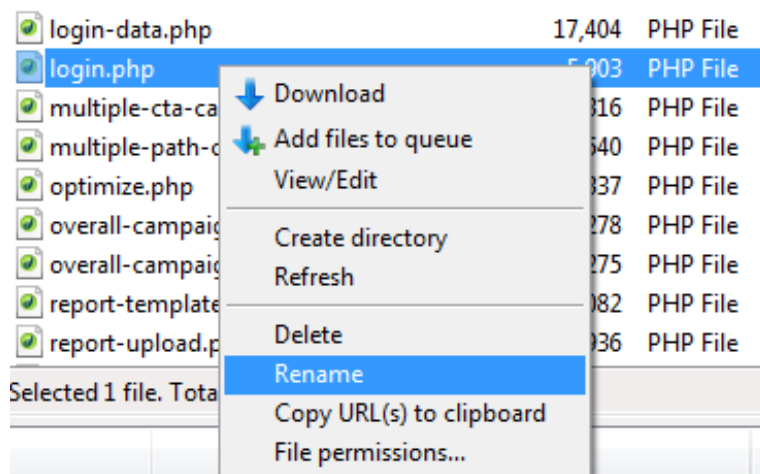
Added Security Feature = Edit Login Page Name...

For increased security you can easily change the name of your login page with 2 simple steps...

First, open your CPV Lab installation on your Server through your FTP Client and Locate the existing “login.php” file.

	login-data.php	17,404	PHP File
	login.php	5,903	PHP File
	multiple-cta-campaign.php	34,316	PHP File

Then just right click on the file and select Rename...



Enter the new name for the login page...be sure to end in .php:

	newloginpage.php	5,903	PHP File
---	------------------	-------	----------

That’s it in the FTP Client, next Login to your CPV Lab Installation and navigate to the settings page...

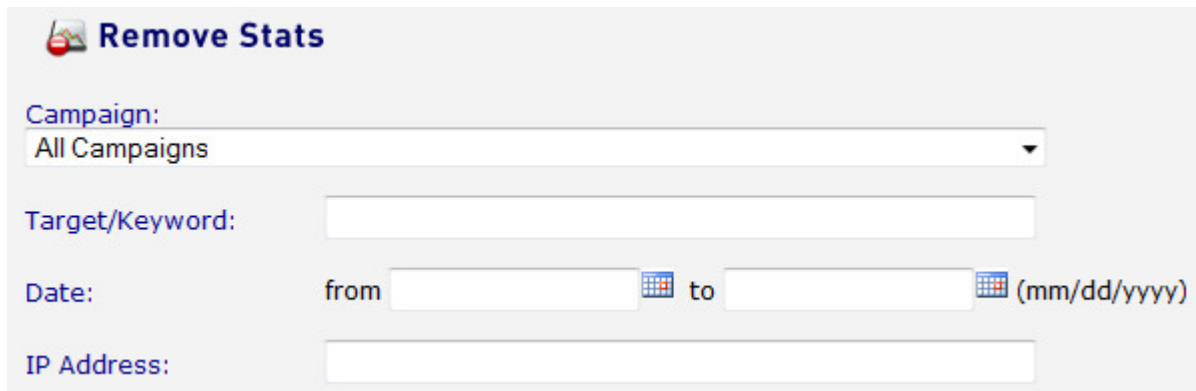
Enter your existing user name and password in order to save the change...then simply enter the new name of your login page as shown below and click Save.

Login Page Name:	<input type="text" value="newloginpage.php"/>
------------------	---

Version 2.13

New Features & Functions:

- Visitors Stats page - with auto-refresh and dynamic columns, also the ability to export this data as a CSV file.
 - Shows the last 500 visitors / Visitors from the last 24 hours for all campaigns and the page will auto-refresh based on the setting you choose. 10 Seconds, 30 Seconds, 1 Minute, 3 Minutes, 5 Minutes, 10 Minutes, 15 Minutes, 30 Minutes, 1 Hour.
 - Many display and viewing options added.
 - The number of records to view and refresh interval are saved and used by default on the next visit to the page.
 - Ability to filter data by keyword/target, IP (to identify bots), by country
 - Ability to view data by All Visitors, Clicks, Conversions or Clicks & Conversions
 - You can even view the exact Date and Time for Clicks and Conversions.
- Stats Management page - allows you to remove/delete stats data based on conditions and adjust offer payout bumps and payout decreases.



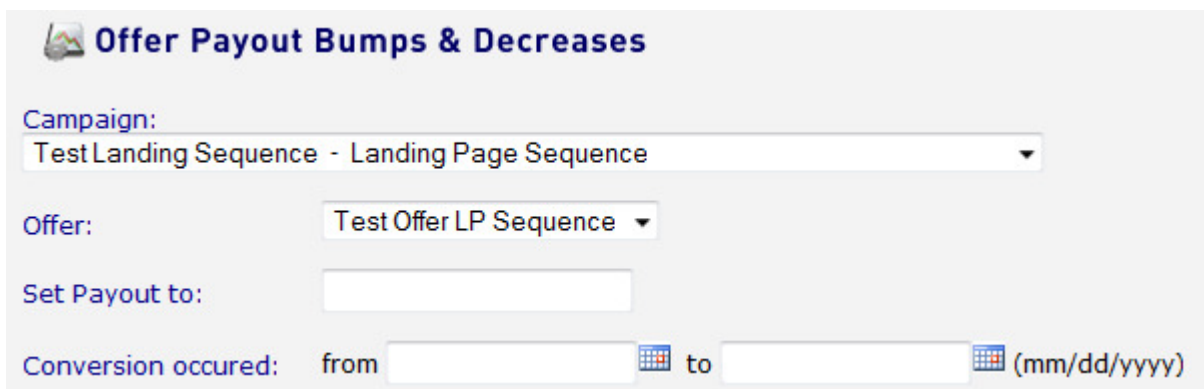
Remove Stats

Campaign:

Target/Keyword:

Date: from to (mm/dd/yyyy)

IP Address:



Offer Payout Bumps & Decreases

Campaign:

Offer:

Set Payout to:

Conversion occurred: from to (mm/dd/yyyy)

- Simple Checkboxes to control which extra tokens are passed to the LP and to the Offer page - customizable in the campaign setup pages

	Name	URL Append	Parameter	LP	Offer
Extra Token 1: (add)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- Ability to specify the parameter to use for passing target in the campaign setup pages

<input type="checkbox"/> Pass Target to LP as <input type="text" value="target"/>	<input type="checkbox"/> Pass Target to Offer as <input type="text" value="target"/>
---	--

- Failure URL...Entered on the campaign set up page. Visitors are sent to this url in the event an error or redirect issue occurs within the campaign.

Failure Page:

- Ability to upload subID|revenue in report upload page - works the same way as uploading converting subIDs from the Stats Update page
- We've expanded upon the ability to trigger/call multiple pixels along with your CPV Lab Tracking pixel. You'll see IFrame Pixel options on the Campaign Setup Pages.
 - Iframe pixel allows additional 3rd party pixels to be called.
 - Entered as image, iframe, postback and script tags
 - image pixels - start with '<img...'
 - iframe pixels - start with '<iframe...'
 - script pixels - start with '<script...'
 - Postback URLs - entered as simple URLs, start with 'http...'

Iframe Pixel (required when calling multiple 3rd party pixels)

```
<iframe src="http://cp[REDACTED].com/adclickf.php" width="1" height="1"
border="0" style="display: none;" frameborder="0" scrolling="no" />
```

Use the Pixel below, if Multiple Conversions are tracked per visitor
Replace **xxx** with the offer ID

```
<iframe src="http://cp[REDACTED].com/adclickf.php?ofr=446_xxx" width="1"
height="1" border="0" style="display: none;" frameborder="0" scrolling="no" />
```

Below this section, you'll see the option to add additional pixel codes, 1 per text box...to add more simply click "Add Pixel Field"

Enter additional pixel / postback URLs to include in the tracking pixel (one per field)

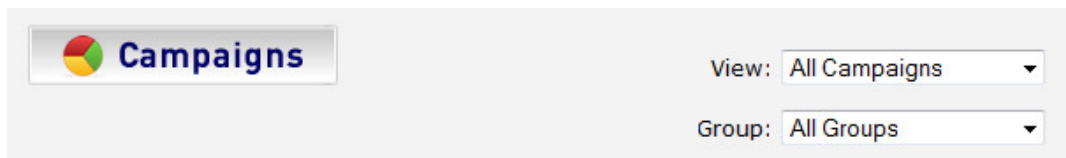
[Add Pixel Field](#)

2.13 Design & Usability Updates:

- JavaScript date picker control to allow easier date selection - added in all pages where dates can be entered
- Highlight of the mouse-over row in grids
- Ability to set campaigns as inactive - in the campaign setup pages



- Ability to assign campaigns to groups - in the campaign setup pages; by default campaigns are not assigned to any group
- Filter Campaigns to View from the Campaigns Page by Group or Status (Active/Inactive)



- Color Key added to the bottom of the Stats / Reports pages...



- Totals for column data on the campaigns page, overall stats page, overall reports page.
- Add keyword/target column in Conversions List page

- Page to manage available campaign groups

 **Campaign Groups**

 **Add Campaign Group**

Group Name:

Save

 **Current Campaign Groups**

Group Name	Date Added	
test group	10/19/2011 4:58 PM	Edit Delete

- Page to generate cloaking pages.

 **Generate Cloaking Pages**

Create Cloaking Page and upload to your server where the cloaked url will be called.
Use this location to call the redirect url.

For example:
 URL to Cloak: http://mydomain.com/base2.php
 Cloaked URL: http://newdomain.com/link
 (Cloaked Page placed in the "link" folder on http://newdomain.com)

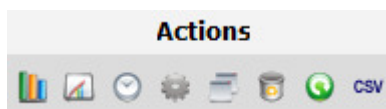
URL to Cloak:

Page Format: ☐ HTML ☒ PHP ☐ HTML with JavaScript

Pass Parameters (not for HTML): ☒ (Page format must be PHP or HTML w/ JavaScript)

Generate

- Action Links on the Campaigns Page have been changed to Icons in effort to save space. New Columns have also been added here...Status, Traffic Source, Group



2.13 Coding & Backend Updates:

- Display a warning when 'c' or 'key' is used as extra token – as these will conflict with the default parameters in the Campaign URL
- Improvements in the way the visitors IP address is captured, captures the IP from several server variables including `$_SERVER['HTTP_X_FORWARDED_FOR']` and `$_SERVER['HTTP_X_REAL_IP']`
- Added redirect to custom login page on session timeout
- Ability to set default page after login - select the default page from the Settings page
- Display warning on login page when `install.php` or `upgrade.php` are not removed and/or when permissions are not reset to 644
- Many page and SQL query optimizations
- Check that `mbstring` extension is enabled when accessing the report upload page; display a warning message otherwise.

Using the “Generate Cloaking Pages” Feature in CPV Lab:

When this is used...users can completely replace the links for all CPV Lab setup links using custom redirects.

For example...if the users CPV Lab installation is at <http://mydomain.com> , Redirects can be generated as:

Instead of use <http://newwebsite.com/linka>

Instead of <http://mydomain.com/base3.php> use <http://newwebsite.com/linkb>

To Do this...and maintain the ability to pass keyword tokens and additional tokens through the Cloaked pages...use the settings below:

URL to Cloak:	<input type="text" value="http://mydomain.com/base2.php"/>
Page Format:	<input type="radio"/> HTML <input checked="" type="radio"/> PHP <input type="radio"/> HTML with JavaScript
Pass Parameters (not for HTML):	<input checked="" type="checkbox"/> (Page format must be PHP or HTML w/ JavaScript)

Then click the “Generate” Button and a window will appear to Save the newly created Index.php file.

Save this file and then simply upload this index.php page to a folder on any domain you wish to use when calling this base2.php url in CPV Lab.

Passing Tokens when using Cloaked Pages...

If you select the option to pass parameters when you create the cloaking page (this option works only for PHP and HTML with Javascript), then all the parameters received by the cloak page are passed to the next page.

So you can use: <http://newwebsite.com/linka/?id=1>

and traffic will be sent to: <http://mydomain.com/base2.php?id=1>

The same happens to all other parameters and you can combine any number of parameters in a single URL separated by ‘&’, like: <http://newwebsite.com/linka/?id=1&adsub=1¶m=111>

Cloaking Campaign URLs...

Campaign URLs can be cloaked as well, but you have to add the keyword token in those URLs if the traffic source requires it.

For example:

Original URL:

<http://mydomain.com/base.php?c=271&key=adsfkajksdfjkwe&keyword=%%KEYWORD%%>

Cloak URL: <http://newwebsite.com/campaign>

But to pass the keyword through to CPV Lab, where this is supported...the keyword token needs to be in the URL, so you will enter the cloaked campaign URL at the traffic source as:

<http://newwebsite.com/campaign/?keyword=%%KEYWORD%%>

The other parameters ('c' and 'key') will be added in the cloak page. In order for this to work you have to generate the cloak using a method that passes parameters, PHP or HTML with JavaScript. PHP is the best solution because it is server-based and it is much faster than JavaScript.

Version 2.14

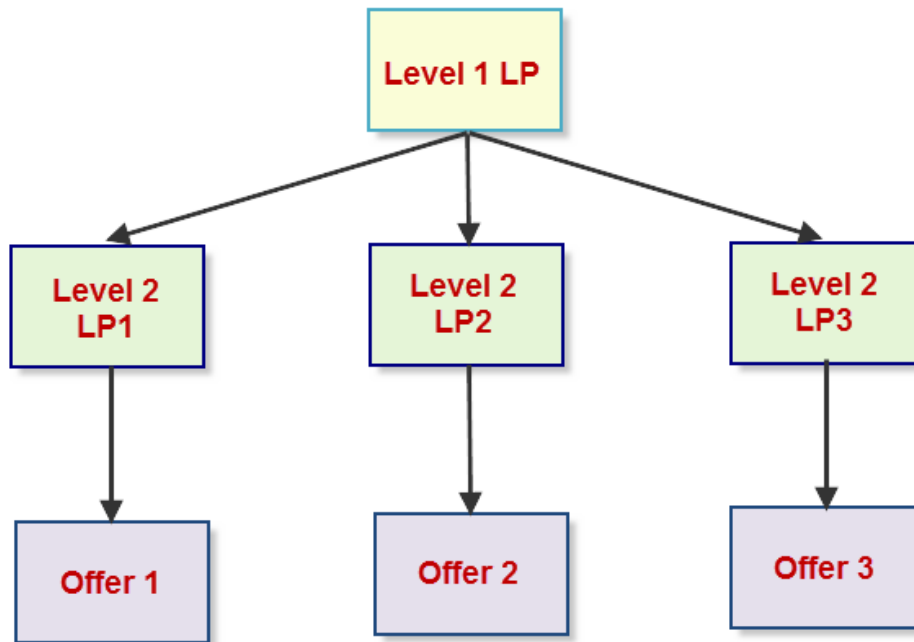
2.14 New Features & Functions:

- Allow custom parameters for Pass Tracking Cookie to Offer - added a parameter field in the campaigns setup pages
- Allow passing subID to the LP - added a checkbox control on campaign setup pages
- Ability to view “All Campaigns” on the Conversions List and Blocked Traffic pages
- Changed IDs in Stats to be the Landing Page ID / Offer ID defined by users instead of the database IDs
- Create page that allows updating the extra tokens - the page is called 'tokens.php' and must be called in an image tag
- Allow linking to specific Level 2+ LP - useful for Coreg setups
- Allow posting the revenue through the tracking pixel
- Create cron page to perform calculations from campaigns.php - page will load faster because it won't have to perform all the calculations
- Database optimizations and code optimizations for many pages
- Chart Optimizations to Increase Load Times

Linking to Specific Level 2 Landing Pages:

* Landing Page Sequence Campaigns Only

This feature allows you to link to specific Level 2 Landing Pages instead of rotating through pages. For example: You can have multiple linking options on 1 page (as shown below), or rotate through branded/themed landing pages on level 1 that each link to a specific level 2 landing page.



How to Link to specific Level 2+ LPs

Simply append '?id=xxx' to the base2.php link from the previous level, where 'xxx' will be the Landing Page ID defined in the campaign setup page.

Example

Let's take the following campaign, Level 1 LP, 3 Level 2 LPs and 3 Offer pages.

In order to link to a specific Offer from the Level 2 LPs, we have placed each offer in its own option group.

Level 1			
LP Name:	Level 1 LP	ID:	1
Url:	http://www.domain.com/tests/coreg-lp1-1.php	Share: %	100
		<input type="checkbox"/> Inactive	
Level 2			
LP Name:	iPad Level 2 LP	ID:	11
Url:	http://www.domain.com/tests/coreg-lp2-1.php	Share: %	33
		<input type="checkbox"/> Inactive	
LP Name:	Kindle Level 2 LP	ID:	12
Url:	http://www.domain.com/tests/coreg-lp2-2.php	Share: %	33
		<input type="checkbox"/> Inactive	
LP Name:	DVD Level 2 LP	ID:	13
Url:	http://www.domain.com/tests/coreg-lp2-3.php	Share: %	34
		<input type="checkbox"/> Inactive	
Option 1			
Offer:	iPad Offer	ID:	1
URL:	http://www.domain.com/tests/coreg-offer1.php?subid=	Share: %	100
Network:	Azoogles	Payout: \$	0
		<input type="checkbox"/> Inactive	
Offer:		ID:	0
URL:		Share: %	0
Network:	Azoogles	Payout: \$	0
		<input type="checkbox"/> Inactive	
Option 2			
Offer:	Kindle Offer	ID:	2
URL:	http://www.domain.com/tests/coreg-offer2.php?subid=	Share: %	100
Network:	Azoogles	Payout: \$	0
		<input type="checkbox"/> Inactive	
Offer:		ID:	0
URL:		Share: %	0
Network:	Azoogles	Payout: \$	0
		<input type="checkbox"/> Inactive	
Option 3			
Offer:	DVD Offer	ID:	3
URL:	http://www.domain.com/tests/coreg-offer3.php?subid=	Share: %	100
Network:	Azoogles	Payout: \$	0
		<input type="checkbox"/> Inactive	

In Level 2 we have 3 links in this example, one for iPad Level 2 LP, one for the Kindle Level 2 LP and one for the DVD Level 2 LP.

These links redirect to:

iPad link - <http://cpvlab/base2.php?id=11>

Kindle link - <http://cpvlab/base2.php?id=12>

DVD link - <http://cpvlab/base2.php?id=13>

The IDs '11', '12' and '13' are the Level 2 Landing Page IDs defined in the campaign setup page.

Each Level 2 LP then redirects to a specific offer group in this example, with these links:

iPad offer link - <http://cpvlab/base3.php?id=1>

Kindle offer link - <http://cpvlab/base3.php?id=2>

DVD offer link - <http://cpvlab/base3.php?id=3>

Postback Revenue from CPA/Affiliate Networks:

- * Network must support this feature and provide you with the correct token to use.
- * You must also have your pixel url setup as a postback url at the network.

You can now postback the revenue for each conversion through the tracking pixel.

The parameter used for posting the revenue can be configured for each Network from the 'Affiliate Networks' page located under the Settings tab.

The default parameter for Networks is 'revenue'. You'll need to contact your network manager to determine the revenue token used for postback in the their system.

Current Affiliate Networks		
Affiliate Networks	Revenue Parameter	
Azoogole	revenue	Edit Delete
Clickbank	revenue	Edit Delete
Copeac	revenue	Edit Delete
EWA	AffiliateCommission	Edit Delete
Hydra	revenue	Edit Delete
Market Leverage	revenue	Edit Delete
NeverBlue	revenue	Edit Delete
Peerfly	revenue	Edit Delete
PKM	revenue	Edit Delete

The revenue can be added either to the image version or the iframe version of the tracking pixel in one of the following formats and also requires the subid to postback as well:

```

```

Or without the additional HTML:

```
http://cpvlab/adclick.php?subid=%SID%&revenue=%REVENUE%
```

In this example the Subid and Revenue Tokens are %SID% and %REVENUE%

Again, you need to make sure you use the correct tokens as supported by the affiliate/cpa network you are using. If no revenue is passed, CPV Lab will use the set payout in the Campaign setup page as the default.

Updating Extra Tokens and Prepop:

- * Network must support this feature and provide you with the correct token to use.
- * You must also have your pixel url setup as a postback url at the network.

Extra tokens are stored in the database by the campaign URL (base.php page) when visitors first come to the campaign. Version 2.14 adds the option to update extra tokens from a landing page or from the offer page.

In order to do this you have to include the following image tag in the page that will update tokens and you have to replace ‘...’ parts with the actual token values:

```

```

Note: the parameters in the image tag (token1, token2, etc...) remain like this inside the image tag, they don't get replace with the extra token parameter names.

Example

The following campaign defines 2 extra tokens called ‘Age’ and ‘Location’.

<input checked="" type="checkbox"/> Capture Extra Tokens					
	Name	URL Append	Parameter	LP	Offer
Extra Token 1:	Age Token		age	<input type="checkbox"/>	<input type="checkbox"/>
Extra Token 2: (add)	Location Token		loc	<input type="checkbox"/>	<input type="checkbox"/>

The landing page has 2 textbox fields where visitors enter their age and location, then these data are forwarded to the ‘base2.php’ page (through an HTML form tag) and then automatically forwarded to the offer page.

Landing page:

Landing Page 1

Please enter the following information

Age:

Location:

Offer:

20111206-direct-tokens-o1.php?subid=09kf8y/k_455_209388&age=27&loc=Home

Offer 1 Page Here

This page doesn't have the tracking pixel, since no co

[Click here to purchase the item](#)

The Offer page reads the 'age' and 'loc' variables from the URL and appends them in the image tag in order to update the extra tokens. The source of the Offer page will look like:

```

```

The extra tokens for this visitor will be updated to Age=27 and Location=Home.

- ➡ Target Performance			
Target	Age Token	Location Token	Views ↑
target	27	Home	1

And about the extra tokens, yes, they have to remain token1, token2... in the image extra token update image tag. In the campaign setup page you can set any name for the extra tokens in order to appear nice in Stats, but the parameters in the image tag are fixed:

Capture Referrer as Token using Javascript:

We've made a small change that will allow the referrer to be passed as an extra token and show it in Stats. We'll have a more customizable solution in the near future...but this will pass the referrer as needed.

First define a new extra token, enter a name for it ('Referrer' for example) and enter as parameter the string '{referrer}'.

This is a fixed keyword and tells CPV Lab to store the referrer in that extra token. See the attached image to configure.

	Name	URL Append	Parameter	LP	Offer
Extra Token 1:	Screen		screen	<input type="checkbox"/>	<input type="checkbox"/>
Extra Token 2:	Color		color	<input type="checkbox"/>	<input type="checkbox"/>
Extra Token 3: (add)	Referrer		{referrer}	<input type="checkbox"/>	<input type="checkbox"/>

This is the extra token that will capture the referrer

You can also pass additional information using Javascript...and send data to CPV Lab using Extra Tokens.

This does take some coding knowledge and we going to make this process easier well using a simple interface to generate the proper code based on what variables you want to attach.

The browser, screen resolution and other variables can be captured from visitors using a little JavaScript and PHP programming. These are captured in the LP and sent back to CPV Lab through the extra token update image tag. Possibilities are endless and depend on your coding knowledge.

Here's an example of the coding...here we're capturing the visitors screen resolution and color depth.

```
1 <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2 <html>
3 <head>
4 <title>Tokens Update Test - Landing Page 1</title>
5 </head>
6 <body>
7 <h2>Landing Page 1</h2><br>
8 <br/>
9 This page captures the screen size in background and sends it to CPV Lab using an extra token and the code to update extra tokens.
10 <br/><br/>
11 <a href="http://[redacted].com/base2.php">Click here to go to the offer page</a>
12 <input type="hidden" id="hidLocation" value="http://[redacted].com/" />
13 <script type="text/javascript" src="http://[redacted].com/landing.js"></script>
14
15 <script language="javascript">
16 document.write('');
18 </script>
19 </body>
20 </html>
```

_____ = Your CPV Lab Domain

Screen Resolution and Color Depth are captured with JavaScript. Then the screen resolution is passed in the "token1" variable and color depth is passed in the "token2" variable.

Here's the Code:

```
<script language="javascript">
```

```
document.write('');
```

```
</script>
```

These tokens don't require a URL Append value since the token won't be displayed in the Campaign URL, it will be captured by the base.php page instead of being passed from the Network.

The same thing happens with the extra tokens that get updated from the LP or Offer page, like 'screen' and 'color' in the example. These tokens don't have a URL Append value since they are not passed from the Network. They have a Parameter defined, because this triggers if an extra token is displayed in Stats or not.

CRON Jobs for Campaign Data:

* Optional and benefits high volume users.

This feature gives you the option to move some operations from the Campaigns page in an offline process that can be run periodically as a Cron job. These operations calculate data on the Campaigns Page.

The main advantage is that the amount of time required for the calculations isn't wasted on the campaigns.php page, it is moved in a separate process, so users won't have long intervals when logging into the application.

Activation

In order to activate the Cron job in CPV Lab and stop performing those calculations inside the page, you have to check the option 'Use Cron Job for data on campaigns.php' from the Settings page.

☒ Use Cron Job for data on campaigns.php

Installation

The CRON job consists of a PHP page (cron-campaigns.php) that will be called periodically and will perform the calculations. The job can be configured in cPanel by following the next steps:

1. Login into cPanel and find the 'Cron jobs' page



2. Enter the Cron job details in this page. The recommended interval for the job to run is 'Every 15 minutes', meaning you have to enter '*/15' for Minute and '*' for Hour, Day, Month, Weekday (these options can also be selected from the dropdown controls on the right).

Then enter the command: ***php <path_to_cron-campaigns.php-page>***

where <path_to_cron-campaigns.php-page> should be replaced with your sever path to the CPV Lab installation (since the cron-campaigns.php page is in the root of CPV Lab).

It should be something like

'/home/<server-name>/public_html/cpvlab/cron-campaigns.php'

Add New Cron Job

Common Settings: -- Common Settings --

Minute: */15

Every 15 minutes (*/*15)

Hour: *

Every hour (*)

Day: *

Every day (*)

Month: *

Every month (*)

Weekday: *

Every weekday (*)

Command: php /home/.../public_html/cpvlab/cron-campaigns.php

Add New Cron Job





3. Click the 'Add New Cron Job' button and the new Cron job will appear in the jobs list.

Current Cron Jobs

MINUTE	HOUR	DAY	MONTH	WEEKDAY	COMMAND	ACTIONS
*/15	*	*	*	*	php /home/.../public_html/cpvlab/cron-campaigns.php	Edit Delete

Checking if the Cron job works

Each time the Cron page runs it will write 2 lines in a log file: one for marking the start of the process and one for the end of the process. The log files is created in the 'logger' folder from CPV Lab and has the name as: 'cron<date>.log'

 cron20111209.log	29 583	Text Document
 cron20111210.log	49 824	Text Document
 cron20111211.log	37 714	Text Document
 cron20111212.log	4 152	Text Document

The content of these files looks like in the next image, showing the start and end of the process, each run of the page having assigned a unique code.

```
LOG [12/12 00:00:01] CRON job started for ID=36fb45cf-733c-6d28-b253-00005aad4706
LOG [12/12 00:00:02] CRON job finished for ID=36fb45cf-733c-6d28-b253-00005aad4706

LOG [12/12 00:15:02] CRON job started for ID=48f38201-d3ea-e8e8-0257-00000daaa330
LOG [12/12 00:15:02] CRON job finished for ID=48f38201-d3ea-e8e8-0257-00000daaa330

LOG [12/12 00:30:03] CRON job started for ID=5a29ef70-fe7e-8e29-3a3f-000058d34b09
LOG [12/12 00:30:03] CRON job finished for ID=5a29ef70-fe7e-8e29-3a3f-000058d34b09

LOG [12/12 00:45:01] CRON job started for ID=26cc41ed-c77c-19a9-3b6c-000060bdab01
LOG [12/12 00:45:01] CRON job finished for ID=26cc41ed-c77c-19a9-3b6c-000060bdab01
```

Version 2.15

2.15 New Features & Functions:

- Allow 'z' as separator for other networks; previously 'z' was used only for Clickbank
- Improved Stats page with option to show/hide extra tokens
- Added option to show referrer in Stats
- Added option to show referrer domain in Stats
- Error Log Page to show log errors – this will replace the log files
- Option to mark conversions for IP address
- Keep extra tokens for all the additional clicks that come from the initial click - useful when passing extra tokens to offer pages in a campaign that allows multiple conversions
- Show extra tokens in visitors stats
- Added inactive field in CSV export/import
- Added option to include extra tokens in additional pixels
- Integrate Clickbank Instant Notifications to mark conversions
- Display message to increase the key in php.ini for max inputs - max_input_vars when there are many input controls in a page.
- Added extra tokens to email follow up campaigns
- Added campaign priority for direct traffic code

- Parse keyword from search engine referrers with direct traffic
 - Option to create and define parsing templates
 - Option to Create Categories for referrers; show the category as an optional column in Stats.
 - This is added primarily for future use of upcoming features.
- Added export option in overall campaigns pages
- Added Option to call specific additional pixels for offers
- Added Option to pass revenue to the additional pixels
- Added 50 records option in Target Performance
 - Save the number of records to be shown in Target Performance on Reload
- Added Totals row in Stats
- Added Totals row in Reports
- Added Totals row in Trends
- Option to sum multiple revenues for the same click

Error Log Page:

We've added a new page that will replace the log files. This page will display all application errors and warnings as well as the errors that may appear during the upgrade process.

In the event you need support and log files are requested, you will now simply navigate to this page, select the time interval to see errors for and select to Export Error Log to CSV.

Also for the Update Process as well, the upgrade.php page will write any errors that occur while upgrading CPV Lab in the new Error Log table.

The page is under the Settings menu → Error Logs.

Error Log

Interval:

from 05/24/2012 (mm/dd/yyyy) to 05/24/2012 (mm/dd/yyyy)

Refresh

Today

Error Type:

☒ All ☐ Website ☐ Install ☐ Upgrade ☐ Cron Jobs

Remove errors before:

Remove Errors

Date/Time	Type	Page	Message
05/24/2012 8:30 AM	Cron job		CRON job finished for ID=02ac7512-ab78-6c49-c3c6-00000d1d2d76
05/24/2012 8:30 AM	Cron job		CRON job started for ID=02ac7512-ab78-6c49-c3c6-00000d1d2d76
05/24/2012 8:15 AM	Cron job		CRON job finished for ID=4742e897-beba-e669-3a82-000042941392
05/24/2012 8:15 AM	Cron job		CRON job started for ID=4742e897-beba-e669-3a82-000042941392
05/24/2012 8:00 AM	Cron job		CRON job started for ID=40cf20a9-e948-a989-5be5-00004881dfa5
05/24/2012 8:00 AM	Cron job		CRON job finished for ID=40cf20a9-e948-a989-5be5-00004881dfa5
05/24/2012 7:45 AM	Cron job		CRON job finished for ID=681a83e7-4ea3-1449-2af7-000077f07128

New Stats Page:

The Stats page brings many changes, not as much visually as in functionality. Optimizations have also been made to increase the speed of the data tables so everything moves much faster.

The primary changes are:

1. Added the option to Show/Hide extra tokens; also added the actual extra tokens names in the Show/Hide dropdown instead of the generic Extra1, Extra2... names
2. Added the option to show the Referrer Page (full referrer) and Referrer Domain in Stats.
 - a. The referrers are captured automatically by CPV Lab for each click.
3. Improved grouping of stats. Previously we had 2 viewing options for the Target Performance section:
 - a. Condensed (when everything is grouped by Target) and
 - b. Expanded (when grouped by Target, Landing Page, Offer).

The new version automatically groups by the visible columns, so it offers many more grouping levels. For example, you can group Target Performance data by:

- Target
- Target and any number of Extra Tokens
- Target and Landing Page
- Target and Offer
- Target and Landing Page and Offer
- Target and Referrer
- Target and Referrer Domain
- And any other combination of the above columns; basically data are grouped each time by the visible columns

4. Added a totals row for each table in Stats except the tables that show only one row like Campaign Performance. The total rows sum up all the metrics displayed in each data table
5. Added '50' as an option in the dropdown with the number of records to show and the selection is also saved and prefilled next time you visit this page.

Mark Conversions from IP Address:

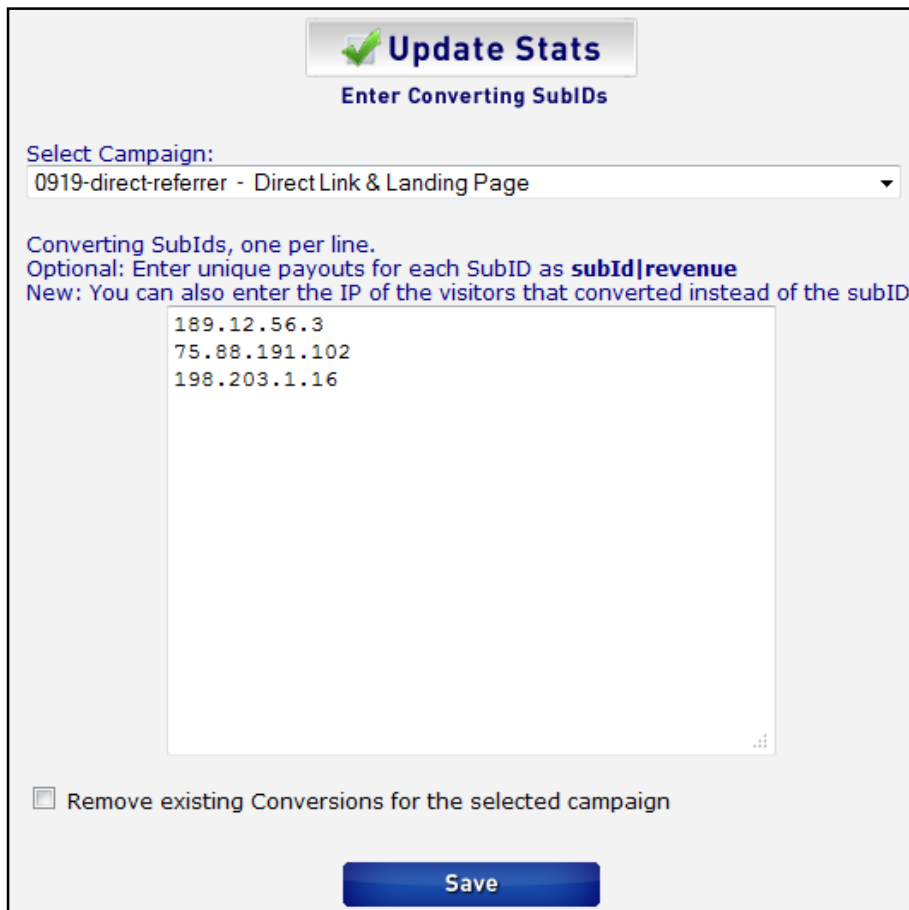
Version 2.15 introduces the option to mark conversions from specific IP addresses instead of subIDs, for users that don't have access to a list of converting subIDs.

The process is exactly the same: paste a list of converting subIDs in the Stats Update page and select the corresponding campaign from the dropdown.

It is possible to also set the actual revenues with this method by uploading IP|Revenue combinations, exactly as it can be done with the subIDs.

This method has one disadvantage: if there are 2 clicks in the same campaign coming from the same IP address and only one actually converted, when uploading that specific IP address, CPV Lab won't know exactly which one of the clicks converted, so both clicks will be marked as conversions.

But when there is only one click from an IP address, everything functions as usual.



Update Stats
Enter Converting SubIDs

Select Campaign:
0919-direct-referrer - Direct Link & Landing Page

Converting SubIDs, one per line.
Optional: Enter unique payouts for each SubID as **subId|revenue**
New: You can also enter the IP of the visitors that converted instead of the subID

189.12.56.3
75.88.191.102
198.203.1.16


☐ Remove existing Conversions for the selected campaign

Save

Extra Tokens in Visitor Stats:

The Visitors Stats page will now show extra tokens and these extra tokens can be controlled through the Show/Hide Columns dropdown.

When only one campaign is selected on this page, the Extra Tokens will be displayed with their custom names for that selected campaign.

 **Visitor Stats**

Select Campaign: 20111213-direct-screen - Direct Link & Landing Page Edit Campaign

Records to show: 500

Auto-refresh every: 10 minutes

Refresh

Date/Time	Source	Campaign	Keyword/Target	Screen	Color	Click	Referrer-Domain	Page
12/14/2011 4:29 PM	Clicksor	20111213-direct-screen	[keywohrd]	1600x900	24 bits		firstreferrer.com	lp1

But when clicks from all campaigns are displayed, CPV Lab cannot display the extra token names since you'll most likely have more than one campaign, so the columns names are displayed as Extra 1, Extra 2...

 **Visitor Stats**

Select Campaign: All Campaigns

Records to show: 500

Auto-refresh every: 10 minutes

Refresh


Date/Time	Source	Campaign	Keyword/Target	Extra1	Extra2	Click	Referrer-Domain
02/25/2012 8:31 PM	Clicksor	Test Campaign Adopt	[keyword]			✓	secondreferrer.com


Allow “z” as a Separator instead of “_”:

Previously ‘z’ was the spacing separator for SubIDs only for Clickbank while ‘_’ was used for all other networks.

Version 2.15 allows users to choose between ‘_’ and ‘z’ as separator for all the networks.

You can easily customize this from the Affiliate Networks page, by editing the current networks. CPV Lab will automatically know how to generate subIDs and how to handle existing subIDs based on the settings from the Affiliate Networks page.

 **Affiliate Networks**


 **Add Affiliate Network**

Affiliate Network:

SubId Separator:

Revenue Parameter:

Save

 **Current Affiliate Networks**

Affiliate Networks	SubId Separator	Revenue Parameter		
Azoogole	—	revenue	Edit	Delete
Clickbank	z	revenue	Edit	Delete
Copeac	—	revenue	Edit	Delete
EWA	—	AffiliateCommission	Edit	Delete
Hydra	z	revenue	Edit	Delete
Market Leverage	—	revenue	Edit	Delete
NeverBlue	—	revenue	Edit	Delete
Peerfly	—	revenue	Edit	Delete
PKM	—	revenue	Edit	Delete

Include Extra Tokens and Revenue in Additional Pixels:

We had many demands for this feature, so we included the option to pass Extra Tokens and the Revenue in the additional pixels that are entered in campaigns.

In order to include one of them in an additional pixel, you will use a placeholder to mark the position where the item will be included.

For example, let's say we have the following tracking pixel from another network and we want to add it as an additional pixel in a campaign:

<http://domain.com/pixel.php?info=....&add=...&rev=...>

Where we want to pass the value captured by the Extra Token 1 in the 'info' parameter, the value captured by the Extra Token 2 in the 'add' parameter and the revenue in the 'rev' parameter.

Then we will enter the additional pixel in CPV Lab as:

<http://domain.com/pixel.php?info={!token1!}&add={!token2!}&rev={!revenue!}>

So we add placeholders such as `{!token1!}` and `{!revenue!}` to specify where the extra token or revenue will be added by CPV Lab.

Iframe Pixel (required when calling multiple 3rd party pixels)

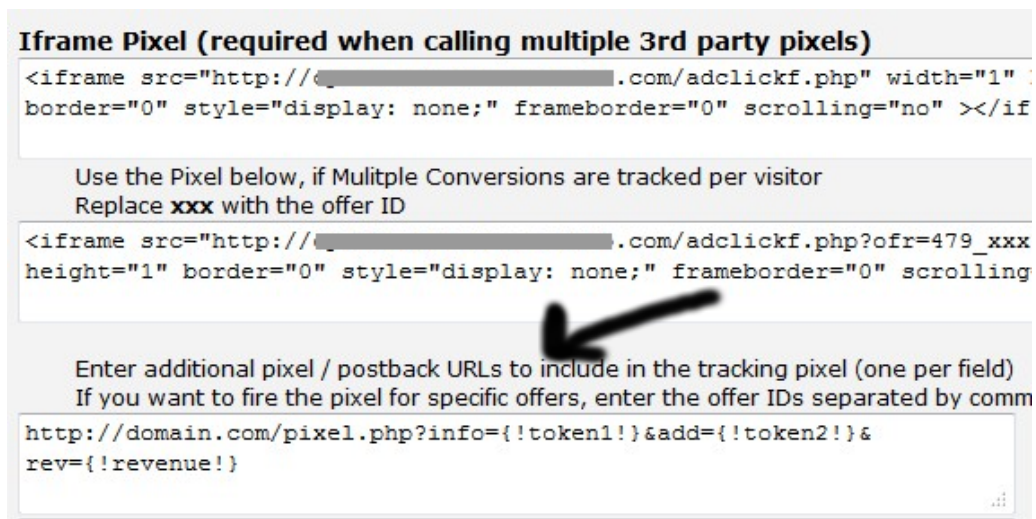
```
<iframe src="http://[redacted].com/adclickf.php" width="1"
border="0" style="display: none;" frameborder="0" scrolling="no" ></if
```

Use the Pixel below, if Multiple Conversions are tracked per visitor
Replace **xxx** with the offer ID

```
<iframe src="http://[redacted].com/adclickf.php?ofr=479_xxx
height="1" border="0" style="display: none;" frameborder="0" scrolling
```

Enter additional pixel / postback URLs to include in the tracking pixel (one per field)
If you want to fire the pixel for specific offers, enter the offer IDs separated by comm

```
http://domain.com/pixel.php?info={!token1!}&add={!token2!}&
rev={!revenue!}
```



We can do the same thing and include extra tokens in JavaScript pixels, image pixels or any other type of pixels.

For example:

Enter additional pixel / postback URLs to include in the tracking pixel (one per field)
If you want to fire the pixel for specific offers, enter the offer IDs separated by comma

[Add Pixel Field](#)

```
<script type="text/javascript">  
  alert('Token 1 is {!!token1!!}, token 2 is {!!token2!!} and the revenue is  
  {!!revenue!!}');  
</script>
```

Automatically Recording Clickbank Conversions:

Special Thanks to Guy for feature!

When you have an offer from Clickbank, you can enable Clickbank instant notification by entering the following CPV Lab page:

<http://cpvlab/adclick-cb.php>

Clickbank will automatically send to the above URL the following parameters:

- ctid – the Clickbank transaction ID which must be setup to be the CPV Lab subID
- caccountamount – the conversion revenue

CPV Lab will read those 2 values and mark the correct conversion in the database, as well as store the actual revenue, then execute any additional pixels setup for that campaign.

If you have script/image/iframe additional pixels in your campaign, you will have to use the iframe version of the Clickbank pixel as: <http://cpvlab/adclcfk-cb.php>

Advanced Tools Editor -

Secret Key: 12345

Instant Notification URL 1: http://cpvlab/adclick-cb.phpversion: 4.0 (test)

Instant Notification URL 2: version: 4.0 (test)

Save ChangesCancel

Call Specific Additional Pixels Based on the Offer:

The new version allows for specific additional pixels to be called based on the offer that converted.

In order to do this a textbox has been added next to each additional pixel where you can specify the Offer IDs corresponding to the offers you want each pixel to fire for.

Enter additional pixel / postback URLs to include in the tracking pixel (one per field) If you want to fire the pixel for specific offers, enter the offer IDs separated by comma		Add Pixel Field
first additional pixel		Offer IDs:
second additional pixel		Offer IDs: 1
third additional pixel		Offer IDs: 1,2

If you want a pixel to fire for all offers, simply leave the Offer IDs textbox blank. If you want it to fire for multiple offers, enter the Offer IDs separated by comma. The Offer IDs are entered on the campaign setup page as well.

In this example, we have the following additional pixels:

<code><script type="text/javascript"> alert('Token 1 is {!token1!}, token 2 is {!token2!} and the revenue is {!revenue!}');</code>	Offer IDs:
<code><script type="text/javascript"> alert('Fires only for offer 1'); </script></code>	Offer IDs: 11
<code><script type="text/javascript"> alert('Fires only for offer 2'); </script></code>	Offer IDs: 22
<code><iframe src="http://www.codeproject.com" style="width:600px; height:400px"></iframe></code>	Offer IDs: 11
<code><iframe src="http://www.microsoft.com" style="width:700px; height:500px"></iframe></code>	Offer IDs: 22

The first pixel will fire for all offers, while pixels 2 and 4 will fire only for the first offer (the one with ID=11) and pixels 3 and 5 will fire only for the second offer (ID=22).

Parsing Templates:

Parsing templates are used to parse the target from the referrer URL, useful especially with search engine traffic coming in campaigns that use the direct traffic code.

We've added several predefined parsing templates for the most common referrer sites, but you can easily define custom templates.

This page is found under the Settings Tab → Parsing Templates

It allows you to also define the default behavior when the referrer doesn't match any parsing template:

use the referrer, use a default parameter or use a fixed value.

Example of a parsing template:

Let's say that we have a campaign with direct traffic coming from Google. We want to extract the search terms from the Google referrer URL and show these terms as the target. In order to do this we define a parsing template that instructs CPV Lab on how to extract the search terms from the referrer URL.

When searching on Google for 'fishing tackle', the URL for the search results is:

https://www.google.com/#hl=en&gs_nf=1&tok=OoOJ6qG3iiFlkeY1yubzLg&cp=12&gs_id=48&xhr=t&q=fishing+tackle&pf=p&output=search&sclient=psyab&oq=fishing+tackle&aq=0&aqi=g4&aql=&gs_l=&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=75172bbf586f4a27&biw=1600&bih=733

The search terms in the above URL are found in the 'q' parameter, so this is the parameter required in the Google parsing template. But if visitors use the Advanced Search in Google, then the search term is found in the 'as_q' parameter. So we can add both parameters in the parsing template, separated by a comma: 'q,as_q'.

Other Referrer Sources...

Some don't use specific parameters for search terms, but a url structure...for example:

http://www.metacafe.com/topics/fly_fishing/

The keyword is a part of the actual URL and not in the query string. We've added features to handle these cases as well and you'll define the parameter as the fixed text in from of the keyword, in this case '**topics/**'.

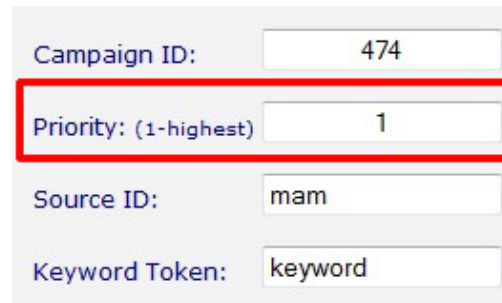
CPV Lab will extract the keyword starting after the parameter ('topics/') and until it reaches either the '/' character, or the end of the referrer URL.

Campaign Priority Settings:

When using the direct traffic code, you may have campaigns using the same landing page or campaigns where visitors may go through multiple landing pages with direct traffic codes from different campaigns.

We introduced this feature in order to decide which of those campaigns should have priority of the visitor.

Each campaign setup page has a textbox where you can enter the campaign priority, a positive numeric value, where 1 is the highest priority.



The screenshot shows a form with four fields: 'Campaign ID' with value '474', 'Priority: (1-highest)' with value '1', 'Source ID' with value 'mam', and 'Keyword Token' with value 'keyword'. The 'Priority' field is highlighted with a red rectangular border.

Campaign ID:	474
Priority: (1-highest)	1
Source ID:	mam
Keyword Token:	keyword

For Example...

Let's say you have 2 Campaigns...“Campaign1” and “Campaign2”

“Campaign1” has the Priority set to 1 and “Campaign2” has the Priority set to 2.

Here is the Visitor Path or Flow:

“Campaign1” URL → LP 1 → LP2 (direct traffic code for “Campaign2”) → Offer

So in this example, you have Visitors going through the campaign url for “Campaign1” and then clicking through to Landing Page 1, then to Landing Page 2 which is also used in “Campaign2” and has the direct traffic code for “Campaign2”. With the Priority setting in CPV Lab, a check is made on the fly to determine which Campaign has the highest priority and which way the visitor should go.

In the example above, the visitor will be able to click through from Landing Page 2 and get to the offer as setup in “Campaign1”.

The same thing happens if we use the direct traffic code for “Campaign1” instead of the Campaign URL:

LP1 (direct traffic code for “Campaign1”) --> LP2 (direct traffic code for “Campaign2”) --> Offer

Now, let's say the campaign priorities are reversed, so “Campaign2” has a higher priority than “Campaign1”.

Campaign URL for “Campaign1” → LP1 → LP2 (direct traffic code for “Campaign2”) → Offer

In this example, when visitors go through the “Campaign1” URL, they get to LP2 and the direct code for “Campaign2” executes because “Campaign2” has a higher priority and now when visitors click through from LP2, they land on the offer as setup in “Campaign2”

Adding Revenues from the Conversion Pixel:

The default behavior of the conversion tracking pixel is to record the revenue of the current click if it receives revenue as a parameter. This means that if the tracking pixel is called again for the same click (same subID) but with a different revenue value, then CPV Lab will register the last value as the revenue.

Version 2.15 of CPV Lab adds a feature that allows summing up the revenues passed through the tracking pixel for the same click, if the tracking pixel fires multiple times.

In order to activate this behavior you will have to add the '&cladd=true' modifier to the tracking pixel URL.

Example:

Default behavior of the conversion pixel...

If the CPV Lab conversion pixel is called as:

http://cpvlab/adclick?subid=qqqqqq_1_2&revenue=11

This will set the revenue to **11** for the click having 'qqqqqq_1_2' as subID.

If the conversion pixel fires again as:

http://cpvlab/adclick?subid=qqqqqq_1_2&revenue=12

Then the revenue for the click with 'qqqqqq_1_2' as subID will be set to **12**.

The modified behavior to Add Revenues Together

If the tracking pixel is called first like:

http://cpvlab/adclick?subid=qqqqqq_1_2&revenue=11&cladd=true

This will set the revenue to **11** for the click having 'qqqqqq_1_2' as subID.

If the tracking pixel fires again as:

http://cpvlab/adclick?subid=qqqqqq_1_2&revenue=12&cladd=true

Then the revenue for the click with 'qqqqqq_1_2' as subID will be set to the sum of the above 2 revenues, so **11 + 12 = 23**.

This is most useful when you have more than one offer in a campaign that a visitor can convert on multiples times. Or for example, where you receive a payout for the initial click and also a conversion on the backend.

The requirements for this feature are that the affiliate network or offer source has to support sending the revenue in the url using a token and to use the '**cladd=true**' parameter in the conversion pixel.

You'll enter your conversion pixel at the affiliate network/offer source as:

<http://cpvlab/adclick.php?cladd=true&revenue=<revenue-here>>

Note: Be sure to double check what parameter and token your network/source uses to pass or postback the revenue. In the example above, the parameter is "revenue" and the token is "<revenue-here>"

When this pixel is called multiple times from the network/source for each conversion, the revenue will be added each time it's passed or posted from the Network/Source.

For example, the first call will be:

<http://cpvlab/adclick.php?cladd=true&revenue=10>

In CPV Lab \$10 revenue.

Then the network calls the tracking pixel again for a new conversion:

[http://cpvlab/adclick.php?cladd=true&revenue=\\$15](http://cpvlab/adclick.php?cladd=true&revenue=$15)

revenue

Adding \$15 to the First Call = \$25

This feature will also work regardless of what additional pixel functions you are using, such as:

- with the 'subid' parameter
- with the 'ofr' parameter
- with the tracking cookie parameter 'cpvlabclick'

Don't forget to set the parameter and token the affiliate network / offer source uses for sending the revenue in URL. If you're uncertain of what your offer source uses, contact your rep or AM and navigate to Settings → Affiliate Networks and add the revenue parameter for each network and Click Save.

Frequently Asked Questions

Why do the offers and landing pages not seem to be rotating when I click the Test Link multiple times?

Refreshing the campaign url and seeing the same landing page and offers... this is normal. The offer link is determined one step prior to the landing page, when the traffic is sent from the CPV Network. Once the user gets to the landing page, the offer URL is already defined and won't change.

Do I need to Cloak my campaign urls?

Data from the CPV Networks isn't sent to the Affiliate Network, neither is the keyword and page name. The traffic (views, visitors, clicks) from the CPV Networks are passed through CPV Lab first and then out to the set landing pages or offers.

With Multiple Path Campaigns, what if I have 1 Path with 2 landing pages and 1 offer, then another Path with 1 landing page and 2 offers, then another path with 4 landing pages and 1 offer...Will all the stats and rotation work correctly?

Yes, it will work correctly no matter how many landing pages/offers are in each path.

In Landing Page Sequence campaigns....what if I have level 1 with only 1 landing page, and level 2 with 5 landing pages...will all the stats and rotation work correctly?

Yes, it will work correctly. As long as the shares on each level add to 100%, CPV Lab will rotate through one or multiple pages on each level.

How many levels can CPV Lab handle in Landing Page Sequence Campaigns?

There isn't a limit! On the stats page it will display stats about all levels.

With Multiple Option Campaigns, can I have more than 2 options...such as a review page on the initial pop, that has links to 4 offers?

Yes, that's why we have the button to add additional offers!

For Email Links...can they be cloaked...Will the tracking still work?

Yes, the tracking will work with cloaked links because we will have a page at that address <http://whateverdomain.com/page> that automatically redirects to the landing page/offer page.

Let Me Know...

My team and I developed CPV Lab with the sole purpose of making CPV easier to work with and make it more profitable. But the key is to remove the common limitations found in most tracking platforms when it comes to flexibility.

Your creativity and imagination should NEVER be limited by your abilities to track what is effective and profitable. That's the common trend found online, especially when it comes to affiliates.

We've made great steps forward to remove these limitations and also have expanded the use of CPV Lab for other traffic sources far beyond CPV. We have many, many users running CPV Lab for Pay Per Click, Media Buys, Social, Email Drops and also Organic Traffic...Yes, Organic Traffic.

We're constantly developing and improving CPV Lab by adding new features, many of which are requested by users. So on that note, Please feel absolutely free at any time to let me know about any features you would like to see added to CPV Lab. Nothing is too crazy!

"What else can You think of?"

Have you ever said..."I wish I could track..." or "I wish I could do..."

I'd love to hear it...just let me know, send me a quick email to support@cpvlab.com and I will personally review each request and see what we can do to get it implemented.

Thank You for your help and ideas to make CPV Lab even more powerful!

Enjoy!

Additional Information & Guides

CPV Lab Installation Guide

[http://cpvlab.com/forusers/CPV Lab Installation Instructions.pdf](http://cpvlab.com/forusers/CPV_Lab_Installation_Instructions.pdf)

CPV Lab Visual Campaign Charts

[http://cpvlab.com/forusers/info/CPV Lab Visual Campaign Charts.pdf](http://cpvlab.com/forusers/info/CPV_Lab_Visual_Campaign_Charts.pdf)

Tracking Direct Traffic with CPV Lab (Organic)

[http://cpvlab.com/forusers/info/Tracking Direct Traffic with CPV Lab.pdf](http://cpvlab.com/forusers/info/Tracking_Direct_Traffic_with_CPV_Lab.pdf)

Tracking Facebook & POF with CPV Lab

[http://cpvlab.com/forusers/Facebook and POF with CPV Lab.pdf](http://cpvlab.com/forusers/Facebook_and_POF_with_CPV_Lab.pdf)

Tracking Pay Per Click with CPV Lab

[http://cpvlab.com/forusers/PPC with CPV Lab.pdf](http://cpvlab.com/forusers/PPC_with_CPV_Lab.pdf)

Using iFrames & Prepop in CPV Lab

[http://cpvlab.com/forusers/info/Using iFrames and Prepop with CPV Lab.zip](http://cpvlab.com/forusers/info/Using_iFrames_and_Prepop_with_CPV_Lab.zip)

Resizing Landing Page Windows

[http://cpvlab.com/forusers/info/Resizing Windows After the Pop.zip](http://cpvlab.com/forusers/info/Resizing_Windows_After_the_Pop.zip)